

# ComRes Published Voting Intention Figures

	Independent on Sunday/ Sunday Mirror	Daily Mail	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent
	15 <sup>th</sup> March	27 <sup>th</sup> January	15 <sup>th</sup> February	27 <sup>th</sup> January	18 <sup>th</sup> January	16 <sup>th</sup> December
Conservative	33%	34%	32%	31%	33%	29%
Labour	35%	32%	34%	30%	34%	32%
Liberal Democrat	7%	8%	7%	8%	7%	12%
UKIP	16%	13%	16%	17%	18%	16%
Other	8%	14%	11%	14%	8%	11%

## METHODOLOGY NOTE

ComRes interviewed 2,002 GB adults online between 11th and 13th 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)

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 1

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Gender			Age						Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Conservative	569 28%	317 32% <sup>b</sup>	253 25%	30 13%	71 22% <sup>c</sup>	89 23% <sup>c</sup>	98 29% <sup>c</sup>	107 36% <sup>cde</sup>	175 42% <sup>cde</sup>	198 36% <sup>ijkl</sup>	158 27%	113 27%	101 22%	549 30%	170 33% <sup>oq</sup>	159 30% <sup>q</sup>	132 26% <sup>q</sup>	88 30% <sup>q</sup>	20 12%
Labour	455 23%	226 23%	230 22%	44 18%	76 24%	84 22%	91 27% <sup>c</sup>	67 22%	93 22%	122 22%	128 21%	89 21%	117 26%	420 23%	111 22%	112 21%	141 28% <sup>mnp</sup>	56 19%	35 21%
Liberal Democrat	357 18%	180 18%	177 17%	34 14%	66 20%	62 16%	62 18%	46 15%	88 21%	108 20%	110 19%	69 16%	71 15%	325 18%	77 15%	98 18%	88 17%	63 22% <sup>m</sup>	32 19%
Other	156 8%	81 8%	75 7%	13 6%	18 6%	34 9%	35 10%	25 8%	29 7%	24 4%	50 9% <sup>i</sup>	32 8%	50 11% <sup>i</sup>	110 6%	28 5%	34 6%	28 6%	20 7%	46 27% <sup>mnop</sup>
Did not vote	370 18%	149 15%	221 22% <sup>a</sup>	98 41% <sup>def</sup> gh	76 23% <sup>fgh</sup>	89 23% <sup>fgh</sup>	37 11%	41 14% <sup>h</sup>	29 7%	74 14%	106 18% <sup>i</sup>	94 22% <sup>i</sup>	96 21% <sup>i</sup>	338 18%	90 18%	100 19%	97 19%	50 17%	32 19%
Don't remember	47 2%	8 1%	39 4% <sup>a</sup>	14 6% <sup>fh</sup>	7 2% <sup>h</sup>	14 4% <sup>h</sup>	6 2% <sup>h</sup>	6 2% <sup>h</sup>	1 *	6 1%	15 3%	10 2%	15 3% <sup>i</sup>	44 2%	11 2%	13 3%	10 2%	9 3%	3 2%
Refused	48 2%	20 2%	28 3%	8 3%	9 3%	8 2%	10 3%	7 2%	6 2%	12 2%	13 2%	15 3%	9 2%	47 3%	21 4% <sup>pq</sup>	13 3%	10 2%	3 1%	1 *

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 1

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Conservative	569 28%	397 80%bcdef	19 3%	7 6%	104 33%bcef	11 11%bf	-	2 21%	-	-	35 11%	569 100%kl	-	-
Labour	455 23%	10 2%	354 66%acdef	4 3%	30 9%a	7 7%a	9 16%ac	1 17%	-	2 15%	36 12%	-	455 100%jl	-
Liberal Democrat	357 18%	41 8%	86 16%a	93 76%abdef	54 17%a	37 39%abdf	8 14%	-	1 11%	1 14%	42 14%	-	-	357 100%jk
Other	156 8%	* *	6 1%a	1 1%	69 22%abc	22 23%abc	36 61%abcde	5 62%	4 76%	4 37%	8 2%	-	-	-
Did not vote	370 18%	44 9%	67 13%	16 13%	43 13%	19 20%a	5 9%	-	1 13%	3 34%	116 38%	-	-	-
Don't remember	47 2%	3 1%	1 *	1 1%	13 4%ab	1 1%	-	-	-	-	27 9%	-	-	-
Refused	48 2%	-	1 *	-	5 2%a	-	-	-	-	-	42 14%	-	-	-

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 1

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Conservative	569 28%	22 4%	432 81%bcdfgjk	37 20%bcdgj	6 4%	5 8%	-	1 8%	1 14%	-	3 5%	62 17%bcdj
Labour	455 23%	365 66%acdfgjk	9 2%	16 9%a	7 5%a	3 5%	7 12%a	3 22%	-	6 27%	5 8%a	34 9%a
Liberal Democrat	357 18%	83 15%a	33 6%	24 13%a	111 77%abdfgjk	21 33%abdfjk	6 10%	* 4%	-	-	3 5%	75 21%abj
Other	156 8%	10 2%	3 1%	55 30%abcjk	-	18 28%abcjk	36 60%abcfgjk	6 49%	5 86%	6 28%	-	18 5%abc
Did not vote	370 18%	74 13%	52 10%	38 21%ab	18 13%	16 26%abc	11 18%	-	-	7 34%	10 16%	143 39%abcd j
Don't remember	47 2%	1 *	1 *	10 5%abc	1 1%	-	-	2 17%	-	2 11%	4 6%abc	26 7%abcg
Refused	48 2%	-	-	1 1%	-	-	-	-	-	-	38 60%abcdfgjk	8 2%ab

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 1

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Conservative	569 28%	20 12%	15 17%	68 29%AB	48 27%A	66 36%ABK	31 29%A	56 30%AB	83 33%AB	87 34%ABK	57 31%AB	37 24%A
Labour	455 23%	35 21%	28 31%GJ	66 28%GJ	47 26%	45 24%	25 23%	33 18%	54 21%	58 22%	32 17%	34 22%
Liberal Democrat	357 18%	32 19%	22 24%	37 15%	29 17%	28 15%	14 13%	33 18%	40 16%	36 14%	49 27% CDE FHI	37 23% I
Other	156 8%	46 27% BCDE FGHIJK	7 7%	12 5%	9 5%	9 5%	10 10%	19 10%K	13 5%	15 6%	10 5%	6 4%
Did not vote	370 18%	32 19%	18 20%	48 20%	31 18%	34 18%	18 17%	33 18%	48 19%	42 16%	32 17%	33 21%
Don't remember	47 2%	3 2%	1 1%	1 *	8 4%C	2 1%	6 6%C	5 3%	5 2%	6 2%	3 2%	6 4%C
Refused	48 2%	1 *	-	4 2%	5 3%	2 1%	2 1%	8 4%A	9 3%	13 5% AEJ	2 1%	4 2%

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 2

**Q.2 If there were a General Election / UK General Election (for Scotland) tomorrow, 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**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Absolutely certain to vote	(10) 1133 57%	603 62% <sup>b</sup>	530 52%	72 30%	145 45% <sup>c</sup>	182 48% <sup>c</sup>	229 67% <sup>cde</sup>	203 68% <sup>cde</sup>	303 72% <sup>cde</sup>	322 59% <sup>k</sup>	349 60% <sup>k</sup>	218 52%	245 53%	1008 55%	257 51%	296 56%	287 57%	167 58%	126 74% <sup>mnop</sup>
	(9) 238 12%	120 12%	118 12%	23 9%	43 13%	54 14%	36 11%	35 12%	48 11%	75 14%	61 11%	49 12%	53 12%	219 12%	72 14%	56 11%	55 11%	36 12%	19 11%
	(8) 188 9%	86 9%	102 10%	38 16% <sup>fgh</sup>	36 11% <sup>h</sup>	38 10%	26 8%	23 8%	27 6%	55 10%	42 7%	43 10%	48 10%	176 10%	56 11%	44 8%	49 10%	27 9%	12 7%
	(7) 93 5%	37 4%	56 5%	15 6%	27 8% <sup>fgh</sup>	19 5%	13 4%	8 3%	11 3%	21 4%	25 4%	22 5%	25 5%	91 5%	22 4%	32 6% <sup>q</sup>	22 4%	15 5%	3 2%
	(6) 67 3%	30 3%	37 4%	21 9% <sup>fgh</sup>	18 6% <sup>fgh</sup>	18 5% <sup>fgh</sup>	4 1%	3 1%	3 1%	12 2%	19 3%	28 7% <sup>ijkl</sup>	9 2%	64 4%	20 4%	20 4%	15 3%	10 3%	3 2%
	(5) 61 3%	18 2%	43 4% <sup>a</sup>	15 6% <sup>fh</sup>	16 5% <sup>fh</sup>	14 4% <sup>fh</sup>	3 1%	9 3%	5 1%	18 3%	12 2%	17 4%	14 3%	60 3%	21 4% <sup>p</sup>	20 4% <sup>p</sup>	16 3%	3 1%	2 1%
	(4) 10 1%	4 *	7 1%	5 2% <sup>f</sup>	2 1%	1 *	- -	1 *	1 *	2 *	3 *	- -	6 1%	10 1%	2 *	4 1%	3 1%	1 *	- -
	(3) 16 1%	12 1% <sup>b</sup>	3 *	7 3% <sup>egh</sup>	4 1%	- -	2 1%	1 *	1 *	2 *	10 2% <sup>i</sup>	2 *	2 *	16 1%	6 1%	5 1%	2 *	3 1%	- -
	(2) 24 1%	8 1%	16 2%	8 3% <sup>fh</sup>	6 2%	6 2%	1 *	2 1%	2 *	5 1%	7 1%	5 1%	7 1%	24 1%	6 1%	8 1%	5 1%	5 2%	- -
Certain not to vote	(1) 90 4%	41 4%	49 5%	14 6%	16 5%	25 7% <sup>h</sup>	12 4%	12 4%	10 2%	17 3%	27 5%	18 4%	28 6% <sup>i</sup>	87 5%	27 5%	25 5%	20 4%	15 5%	3 2%
Refused	10 1%	4 *	6 1%	2 1%	- -	4 1%	2 1%	1 *	1 *	3 1%	2 *	3 1%	3 1%	10 1%	3 1%	1 *	6 1%	- -	- -
Don't know	71 4%	16 2%	55 5% <sup>a</sup>	21 9% <sup>dfgh</sup>	9 3%	19 5% <sup>gh</sup>	11 3%	3 1%	8 2%	11 2%	23 4%	17 4%	20 4% <sup>i</sup>	67 4%	17 3%	18 3%	23 5%	9 3%	3 2%
Mean	8.63	8.80 <sup>b</sup>	8.46	7.38	8.16 <sup>c</sup>	8.28 <sup>c</sup>	9.10 <sup>cd</sup>	9.00 <sup>cd</sup>	9.29 <sup>cd</sup>	8.86 <sup>kl</sup>	8.66	8.48	8.43	8.55	8.40	8.50	8.70	8.64	9.43 <sup>mnop</sup>
Standard deviation	2.37	2.26	2.46	2.78	2.52	2.62	2.00	2.13	1.76	2.08	2.44	2.35	2.58	2.42	2.50	2.46	2.29	2.42	1.44
Standard error	0.05	0.07	0.08	0.21	0.16	0.14	0.10	0.12	0.08	0.08	0.11	0.14	0.13	0.06	0.11	0.11	0.11	0.14	0.12

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 2

**Q.2 If there were a General Election / UK General Election (for Scotland) tomorrow, 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**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)											Voted in 2010 General Election		
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Absolutely certain to vote	(10) 1133 57%	333 67% <i>c</i>	355 66% <i>c</i>	57 47%	213 67% <i>c</i>	54 56%	53 90% <i>abcde</i>	5 59%	2 45%	6 58%	80 26%	393 69% <i>l</i>	303 66% <i>l</i>	204 57%
	(9) 238 12%	74 15%	70 13%	20 17%	32 10%	14 15%	5 8%	-	1 21%	3 27%	25 8%	70 12%	59 13%	58 16%
	(8) 188 9%	49 10%	53 10%	15 12% <i>f</i>	41 13% <i>f</i>	15 15% <i>f</i>	1 2%	-	1 13%	1 9%	18 6%	53 9%	34 7%	38 11%
	(7) 93 5%	17 4%	26 5%	15 12% <i>abdf</i>	11 4%	9 9% <i>adf</i>	-	3 41%	1 21%	-	14 5%	24 4%	14 3%	21 6%
	(6) 67 3%	12 2%	18 3%	10 8% <i>abe</i>	11 4%	1 1%	-	-	-	1 6%	15 5%	6 1%	14 3% <i>j</i>	10 3%
	(5) 61 3%	10 2%	11 2%	5 4%	9 3%	4 4%	-	-	-	-	24 8%	6 1%	7 2%	14 4% <i>j</i>
	(4) 10 1%	-	-	-	-	-	-	-	-	-	8 3%	-	-	3 1%
	(3) 16 1%	-	-	-	-	-	-	-	-	-	5 2%	4 1%	4 1%	-
	(2) 24 1%	-	-	-	-	-	-	-	-	-	6 2%	2 *	4 1%	1 *
Certain not to vote	(1) 90 4%	-	-	-	-	-	-	-	-	-	46 15%	3 1%	2 *	5 2%
Refused	10 1%	-	-	-	-	-	-	-	-	-	10 3%	1 *	* *	-
Don't know	71 4%	-	-	-	-	-	-	-	-	-	54 18%	6 1%	13 3%	3 1%
Mean	8.63	9.36 <i>ce</i>	9.28 <i>c</i>	8.69	9.25 <i>c</i>	9.05	9.88 <i>abcde</i>	8.78	8.88	9.29	6.57	9.33 <i>l</i>	9.22 <i>l</i>	8.93
Standard deviation	2.37	1.15	1.24	1.55	1.29	1.34	0.37	1.58	1.33	1.14	3.45	1.38	1.60	1.77
Standard error	0.05	0.05	0.05	0.14	0.07	0.14	0.05	0.53	0.50	0.34	0.22	0.06	0.07	0.10

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 2.

**Q.2 If there were a General Election / UK General Election (for Scotland) tomorrow, 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**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Absolutely certain to vote	(10) 1133 57%	367 66% <i>cjk</i>	355 67% <i>cjk</i>	115 64% <i>cjk</i>	62 43% <i>k</i>	35 54% <i>k</i>	53 88% <i>abcfjk</i>	7 61%	4 67%	8 41%	24 37%	104 28%
	(9) 238 12%	70 13%	67 13%	12 7%	28 20% <i>bfjk</i>	5 8%	5 8%	-	-	3 13%	4 7%	44 12%
	(8) 188 9%	45 8%	46 9% <i>d</i>	21 11% <i>d</i>	23 16% <i>abd</i>	10 15% <i>d</i>	-	2 17%	-	1 4%	4 6%	37 10% <i>d</i>
	(7) 93 5%	20 4%	18 3%	7 4%	13 9% <i>abd</i>	9 14% <i>abdfjk</i>	-	2 22%	1 19%	1 4%	1 1%	22 6%
	(6) 67 3%	18 3%	16 3%	6 3%	7 5%	1 1%	-	-	-	-	1 2%	17 5%
	(5) 61 3%	12 2%	7 1%	6 3%	3 2%	1 1%	-	-	-	-	6 9% <i>abd</i>	26 7% <i>ab</i>
	(4) 10 1%	2 *	-	1 1%	2 1% <i>a</i>	-	-	-	-	-	-	5 1% <i>a</i>
	(3) 16 1%	3 1%	2 *	3 2%	1 1%	-	-	-	-	-	1 1%	5 1%
	(2) 24 1%	4 1%	5 1%	3 1%	1 1%	-	-	-	-	1 7%	2 4% <i>b</i>	7 2%
Certain not to vote	(1) 90 4%	8 2%	5 1%	6 3%	2 2%	5 7% <i>ab</i>	-	-	1 14%	5 24%	4 7% <i>ab</i>	53 15% <i>abcd</i>
Refused	10 1%	-	-	-	-	-	-	-	-	-	8 13% <i>abcdfgk</i>	2 *
Don't know	71 4%	7 1%	7 1%	2 1%	1 *	-	2 4%	-	-	1 7%	8 12% <i>abcf</i>	43 12% <i>abcf</i>
Mean	8.63	9.11 <i>cfjk</i>	9.19 <i>cfjk</i>	8.73 <i>jk</i>	8.55 <i>jk</i>	8.47 <i>k</i>	9.92 <i>abcfjk</i>	9.01	8.19	6.77	7.60	6.92
Standard deviation	2.37	1.77	1.63	2.29	1.91	2.42	0.28	1.35	3.42	4.05	3.22	3.31
Standard error	0.05	0.08	0.07	0.17	0.16	0.29	0.04	0.39	1.40	0.88	0.47	0.19

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 2.

**Q.2 If there were a General Election / UK General Election (for Scotland) tomorrow, 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	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Absolutely certain to vote	(10) 1133 57%	126 74%BCD EGHIJK	50 55%	133 56%	104 59%	106 57%	66 62%H	103 55%	124 49%	133 52%	102 55%	87 55%
	(9) 238 12%	19 11%	7 7%	36 15%DF	12 7%	17 9%	5 4%	25 14%F	37 15%DF	35 14%DF	31 17%DFK	13 9%
	(8) 188 9%	12 7%	11 12%	20 8%	18 10%	21 11%G	13 12%G	9 5%	21 8%	34 13%G	15 8%	15 9%
	(7) 93 5%	3 2%	5 6%	8 3%	9 5%	11 6%	4 4%	13 7%A	14 5%	8 3%	11 6%	8 5%
	(6) 67 3%	3 2%	4 4%E	8 4%	3 2%	1 1%	3 3%	6 3%	8 3%	12 5%E	7 4%	13 8%ADEH
	(5) 61 3%	2 1%	5 6%AFK	6 3%	5 3%	8 5%F	- -	10 5%AFK	11 4%	11 4%	3 1%	1 1%
	(4) 10 1%	- -	- -	1 *	2 1%	2 1%	- -	- -	1 1%	* *	1 1%	3 2%
	(3) 16 1%	- -	- -	2 1%	- -	3 1%	1 1%	1 *	3 1%	2 1%	1 1%	2 1%
	(2) 24 1%	- -	1 1%	3 1%	1 *	2 1%	3 3%	2 1%	4 1%	2 1%	2 1%	3 2%
Certain not to vote	(1) 90 4%	3 2%	6 6%	7 3%	8 4%	8 4%	9 9%AC	8 4%	18 7%A	10 4%	6 3%	9 6%
Refused	10 1%	- -	- -	4 2%	2 1%	- -	- -	1 1%	1 *	2 1%	- -	- -
Don't know	71 4%	3 2%	2 3%	8 3%	13 7%AIK	7 4%	3 2%	8 4%	11 4%	6 2%	7 4%	3 2%
Mean	8.63	9.43BC DEFGHI JK	8.35	8.80H	8.76	8.58	8.37	8.59	8.23	8.58	8.79H	8.31
Standard deviation	2.37	1.44	2.58	2.17	2.29	2.41	2.89	2.36	2.72	2.26	2.10	2.63
Standard error	0.05	0.12	0.27	0.15	0.18	0.18	0.29	0.18	0.18	0.14	0.16	0.21

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**  
**Base: All respondents saying 5-10 likely to vote**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	1793	871	922	158	226	313	356	309	431	711	460	248	374	1648	464	483	439	262	145
Weighted base	1782	895	886	185	285	325	311	279	397	503	509	376	394	1618	448	468	444	257	164
Labour	494 28%	254 28%	240 27%	59 32%h	92 32%h	100 31%h	96 31%h	67 24%	81 20%	140 28%	138 27%	109 29%	108 27%	466 29%	111 25%	125 27%q	157 35%mnq	73 28%q	29 17%
Conservative	462 26%	246 27%	216 24%	38 21%	63 22%	75 23%	65 21%	84 30%f	137 34%cd f	166 33%ijkl	132 26%l	89 24%	75 19%	440 27%	146 33%noq	122 26%q	108 24%q	64 25%q	22 13%
UKIP	313 18%	189 21%b	123 14%	20 11%	33 12%	50 16%	68 22%cd	56 20%cd	84 21%cd	54 11%	72 14%	77 21%ij	110 28%ij	297 18%	75 17%	89 19%q	87 20%q	46 18%	16 10%
Lib Dem	101 6%	55 6%	46 5%	17 9%g	21 7%g	15 5%	13 4%	7 3%	28 7%g	33 7%	25 5%	22 6%	21 5%	93 6%	23 5%	28 6%	17 4%	24 9%o	8 5%
Green	85 5%	33 4%	52 6%	20 11%fgh	23 8%fgh	18 5%h	8 2%	8 3%	9 2%	22 4%	33 7%	12 3%	18 5%	80 5%	24 5%	23 5%	21 5%	13 5%	5 3%
SNP	57 3%	29 3%	28 3%	4 2%	5 2%	15 5%	16 5%	7 2%	9 2%	10 2%	23 5%i	15 4%	9 2%	-	-	-	-	-	57 35%mnop
Plaid Cymru	8 *	3 *	5 1%	1 1%	-	1 *	4 1%	1 *	1 *	3 *	2 *	2 *	2 1%	8 *	-	-	-	8 3%mo	-
BNP	5 *	4 *	1 *	-	1 *	1 *	-	2 1%	* *	1 *	1 *	-	3 1%	4 *	1 *	1 *	3 1%	-	* *
Other	8 *	6 1%	1 *	2 1%	-	3 1%	* *	-	3 1%	3 1%	3 1%	-	2 *	7 *	3 1%	2 *	1 *	1 1%	1 1%
Refused	35 2%	9 1%	25 3%a	7 4%	7 2%	3 1%	7 2%	6 2%	5 1%	10 2%	13 3%	7 2%	4 1%	32 2%	16 3%o	10 2%	3 1%	3 1%	3 2%
Don't know	214 12%	67 7%	148 17%a	17 9%	39 14%	44 13%	34 11%	41 15%	39 10%	62 12%	67 13%	43 11%	43 11%	191 12%	50 11%	68 15%	47 11%	26 10%	23 14%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democrat (l)
Unweighted base	1793	517	541	117	312	98	54	9	7	11	175	581	447	331
Weighted base	1782	495	535	123*	317	96*	58*	8**	5**	10**	177	552	431	344
Labour	494 28%	-	494 92%acdef	-	-	-	-	-	-	-	-	18 3%	334 77%jl	71 21%j
Conservative	462 26%	462 93%bcdef	-	-	-	-	-	-	-	-	-	373 67%kl	7 2%	40 12%k
UKIP	313 18%	-	-	-	313 99%abcef	-	-	-	-	-	-	103 19%k	30 7%	54 16%k
Lib Dem	101 6%	-	-	101 82%abdef	-	-	-	-	-	-	-	6 1%	3 1%	75 22%jk
Green	85 5%	-	-	-	-	85 89%abcdf	-	-	-	-	-	9 2%	5 1%	32 9%jk
SNP	57 3%	-	-	-	-	-	57 97%abcde	-	-	-	-	-	9 2%j	7 2%j
Plaid Cymru	8 *	-	-	-	-	-	-	8 100%	-	-	-	2 *	1 *	-
BNP	5 *	-	-	-	-	-	-	-	5 100%	-	-	-	-	1 *
Other	8 *	-	-	-	-	-	-	-	-	8 75%	-	-	2 *	-
Refused	35 2%	-	1 *	-	-	-	-	-	-	-	34 19%	1 *	* *	1 *
Don't know	214 12%	33 7%d	39 7%d	22 18%abdf	5 1%	11 11%d	2 3%	-	-	2 25%	143 81%	42 8%	39 9%	63 18%jk

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	1793	532	537	160	134	64	52	12	5	15	39	243
Weighted base	1782	532	511	167	136	60*	57*	11**	5**	13**	39**	251
Labour	494 28%	423 80%acdfgk	9 2%	1 *	14 11%af	8 13%af	3 4%	1 10%	-	4 35%	3 8%	28 11%af
Conservative	462 26%	11 2%	403 79%bcdfgk	4 2%	6 5%	-	1 2%	-	-	-	-	36 14%bcdfg
UKIP	313 18%	26 5%	62 12%bdg	157 94%abcdgk	10 8%	1 2%	-	2 13%	2 48%	-	4 11%	48 19%abcdg
Lib Dem	101 6%	13 2%	7 1%	2 1%	75 55%abdfgk	-	-	-	-	-	-	4 2%
Green	85 5%	14 3%a	4 1%	-	4 3%f	49 82%abcdfk	-	-	-	1 10%	-	13 5%af
SNP	57 3%	3 1%	-	-	1 *	1 1%a	50 88%abcfgk	-	-	-	-	2 1%
Plaid Cymru	8 *	-	-	-	-	-	-	6 55%	-	1 6%	-	1 *
BNP	5 *	1 *	-	1 *	-	-	* 1%	-	3 52%	-	-	1 *
Other	8 *	1 *	-	-	-	-	1 2%a	-	-	4 29%	-	2 1%
Refused	35 2%	1 *	-	-	-	-	-	-	-	-	30 76%	4 1%a
Don't know	214 12%	39 7%f	25 5%	2 1%	25 18%abdfg	2 3%	2 3%	2 21%	-	3 20%	2 6%	113 45%abcd g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1793	145	86	199	154	171	92	165	216	248	170	147
Weighted base	1782	164	82*	210	152	164	90*	167	214	234	168	137
Labour	494 28%	29 17%	36 43%ADF GHIJK	77 37%AGI	44 29%A	52 31%AG	25 27%	33 20%	58 27%	53 23%	48 29%A	40 29%A
Conservative	462 26%	22 13%	19 23%	54 26%A	34 23%	46 28%A	25 28%A	41 25%A	72 34%AD	74 32%A	39 23%A	35 26%A
UKIP	313 18%	16 10%	17 21%A	36 17%	34 22%A	30 19%A	15 17%	31 19%A	30 14%	45 19%A	31 18%	27 20%A
Lib Dem	101 6%	8 5%	1 1%	10 5%	6 4%	8 5%	5 5%	10 6%	10 5%	14 6%	19 11%BCDE H	11 8%B
Green	85 5%	5 3%	2 2%	10 5%E	9 6%E	1 1%	4 5%E	19 11%ABCE K	11 5%E	13 5%E	8 5%E	3 2%
SNP	57 3%	57 35%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	8 *	-	-	-	-	-	8 9%ABCD EGHIJK	-	-	-	-	-
BNP	5 *	* *	-	2 1%	1 1%	1 *	-	1 *	1 *	-	-	-
Other	8 *	1 1%	-	1 *	-	* *	* *	-	1 1%	1 1%	1 1%	1 1%
Refused	35 2%	3 2%	1 1%	2 1%	1 1%	1 1%	* *	8 5%CE	4 2%	11 5%CDE	2 1%	2 1%
Don't know	214 12%	23 14%	7 9%	18 9%	22 15%	25 15%	7 8%	25 15%	27 12%	23 10%	19 11%	18 13%

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	457	156	301	62	67	98	79	75	76	156	131	61	109	429	125	141	106	57	28
Weighted base	470	161	309	80*	83*	102*	69*	67*	68*	112	152	94*	112*	438	126*	140	111*	61*	32**
Labour	47 10%	22 14%	25 8%	5 6%	5 6%	4 3%	10 15%e	12 18%cd	11 16%e	12 11%	11 7%	11 11%	13 12%	46 10%	11 9%	19 14%	12 11%	4 6%	1 4%
Conservative	46 10%	17 10%	29 9%	8 10%	15 18%e	7 7%	4 6%	5 8%	7 10%	15 13%	11 8%	12 12%	8 7%	45 10%	13 10%	10 7%	12 11%	9 15%	1 4%
UKIP	26 6%	10 6%	16 5%	7 9%	2 2%	5 5%	4 6%	4 6%	3 5%	4 4%	12 8%	3 3%	7 6%	26 6%	9 7%	9 6%	6 6%	2 3%	- -
Green	19 4%	11 7%	8 3%	4 4%	8 10%	3 3%	1 2%	2 3%	1 2%	6 6%	7 5%	1 1%	5 4%	19 4%	6 5%	9 7%	2 2%	2 3%	- -
Lib Dem	17 4%	5 3%	12 4%	5 6%	- -	5 4%	1 1%	1 2%	6 9%df	2 2%	6 4%	3 4%	5 5%	12 3%	4 3%	4 3%	2 2%	1 2%	5 17%
SNP	2 *	1 1%	1 *	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	2 5%
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BNP	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	7 1%	7 4%b	- -	- -	2 3%	- -	4 5%e	- -	1 1%	- -	4 3%	- -	3 3%	7 2%	1 1%	1 *	- -	5 9%mo	- -
Refused	51 11%	15 10%	35 11%	12 15%	9 11%	8 8%	7 10%	7 10%	8 12%	13 12%	19 13%	10 11%	8 7%	48 11%	19 15%	16 11%	11 10%	3 5%	3 9%
Don't know	255 54%	72 45%	183 59%a	39 49%	41 50%	70 69%cdg	38 55%	35 53%	32 46%	59 53%	81 53%	54 57%	62 55%	236 54%	63 50%	72 52%	66 59%	35 57%	20 61%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	457	39	42	21	6	9	2	-	-	2	295	66	64	76
Weighted base	470	33*	40*	22**	5**	11**	2**	-.**	-.**	2**	306	59*	64*	76*
Labour	47 10%	-	22 54%a	-	-	-	-	-	-	-	-	*	19 30%jl	10 13%j
Conservative	46 10%	19 58%b	-	-	-	-	-	-	-	-	-	20 33%kl	3 5%	1 1%
UKIP	26 6%	-	-	-	5 100%	-	-	-	-	-	-	2 4%	4 6%	2 3%
Green	19 4%	-	-	-	-	11 100%	-	-	-	-	-	2 3%	1 2%	7 9%
Lib Dem	17 4%	-	-	11 52%	-	-	-	-	-	-	-	-	1 1%	12 16%jk
SNP	2 *	-	-	-	-	-	2 100%	-	-	-	-	-	-	1 1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	7 1%	-	-	-	-	-	-	-	-	2 100%	-	-	-	1 2%
Refused	51 11%	2 5%	-	-	-	-	-	-	-	-	51 17%	2 3%	3 4%	-
Don't know	255 54%	12 37%	19 46%	11 48%	-	-	-	-	-	-	255 83%	33 56%	33 52%	42 55%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser -vative (a)	Lib Dem (c)	UKIP (f)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	457	64	51	31	16	6	3	2	1	10	55	218
Weighted base	470	64*	45*	32**	17**	6**	4**	2**	1**	10**	56*	232
Labour	47 10%	32 50%ajk	* 1%	4 11%	-	1 21%	-	-	-	-	2 4%	8 3%
Conservative	46 10%	1 1%	24 53%bjk	2 7%	1 9%	-	-	-	-	-	1 2%	17 7%
UKIP	26 6%	1 1%	3 6%	-	14 84%	-	-	-	-	-	-	9 4%
Green	19 4%	7 11%jk	1 3%	1 5%	-	4 60%	-	-	-	-	1 1%	5 2%
Lib Dem	17 4%	1 1%	-	11 36%	-	1 19%	1 20%	-	-	-	-	3 1%
SNP	2 *	-	-	1 2%	-	-	-	-	-	-	-	1 *
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-
Other	7 1%	-	-	1 4%	-	-	-	-	-	5 52%	-	-
Refused	51 11%	-	2 4%	-	-	-	-	-	-	-	46 82%abk	3 1%
Don't know	255 54%	23 35%j	15 34%j	11 35%	1 7%	-	3 80%	2 100%	1 100%	5 48%	7 12%	187 81%abj

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	457	28	17	44	45	51	21	50	65	60	36	40
Weighted base	470	32**	17**	45*	49*	48*	23**	52*	69*	57*	38**	40*
Labour	47 10%	1 4%	1 9%	5 10%	6 12%	9 18%	-	7 13%	6 8%	6 10%	4 10%	4 9%
Conservative	46 10%	1 4%	-	6 13%	6 13%	6 13%	4 19%	3 5%	7 10%	6 11%	5 13%	1 3%
UKIP	26 6%	-	1 7%	3 6%	3 5%	3 6%	1 6%	4 7%	7 10%	2 4%	* 1%	2 5%
Green	19 4%	-	-	2 4%	-	4 8%l	2 7%	5 9%	6 9%l	-	-	1 3%
Lib Dem	17 4%	5 17%	1 8%	1 2%	-	4 9%l	-	-	4 6%	-	1 3%	-
SNP	2 *	2 5%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-
Other	7 1%	-	-	-	-	-	3 13%	-	-	1 1%	2 7%	1 1%
Refused	51 11%	3 9%	1 9%	5 12%	4 8%	1 2%	* 1%	9 18%E	6 8%	13 22%E	3 7%	6 14%
Don't know	255 54%	20 61%	11 67%	24 53%	30 62%	21 45%	13 54%	25 48%	33 48%	30 52%	22 59%	26 64%

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 5

**Q.5 Generally speaking, do you think of yourself as ...?**

Base: All respondents

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Labour	555 28%	290 30%	265 26%	56 23%	94 29%	107 28%	106 31%	76 26%	116 28%	151 28%	160 28%	127 30%	118 26%	519 28%	127 25%	146 28%	175 35% mnp q	71 24%	37 22%
Conservative	530 26%	285 29% b	246 24%	47 20%	64 20%	78 20%	80 23%	101 34% cde f	161 38% cde f	193 35% ijkl	143 25%	107 25%	88 19%	511 28%	156 31% oq	146 28% q	123 24% q	86 30% q	19 11%
UKIP	182 9%	106 11% b	75 7%	26 11%	21 6%	35 9%	34 10%	26 9%	40 9%	23 4%	56 10% i	39 9% i	63 14% i	169 9%	47 9%	56 11%	46 9%	20 7%	12 7%
Lib Dem	143 7%	72 7%	71 7%	19 8%	32 10% f	21 6%	14 4%	21 7%	37 9% f	47 9%	40 7%	27 6%	29 6%	131 7%	36 7%	45 8% o	23 5%	27 9% o	12 7%
Green	64 3%	27 3%	38 4%	17 7% egh	19 6% eh	6 2%	11 3% h	8 3%	4 1%	16 3%	24 4%	11 3%	13 3%	62 3%	18 4%	20 4%	12 2%	12 4%	2 1%
SNP	60 3%	26 3%	34 3%	6 2%	5 2%	14 4%	16 5% d	6 2%	13 3%	10 2%	21 4%	16 4%	12 3%	-	-	-	-	-	60 35% mnop
Plaid Cymru	11 1%	3 *	9 1%	1 *	-	-	4 1%	6 2% deh	1 *	2 *	3 *	2 *	5 1% ij	11 1%	-	-	-	11 4% mnoq	-
BNP	6 *	4 *	2 *	1 *	1 *	2 1%	1 *	1 *	-	-	-	2 *	4 1% ij	6 *	-	1 *	5 1%	-	-
Other	20 1%	17 2% b	3 *	1 *	2 1%	7 2%	3 1%	5 2%	2 *	3 *	7 1%	3 1%	8 2% i	20 1%	3 1%	7 1%	3 1%	6 2%	1 *
Refused	64 3%	21 2%	42 4% a	15 6% h	8 2%	12 3%	14 4% h	9 3%	5 1%	13 2%	21 4%	19 5%	10 2%	60 3%	23 4%	18 3%	14 3%	6 2%	3 2%
Don't know	367 18%	129 13%	237 23% a	52 22% gh	77 24% gh	98 26% fgh	57 17% h	40 13%	42 10%	85 16%	107 18%	67 16%	109 24% ik	343 19%	98 19%	90 17%	104 21%	50 17%	24 14%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 5

**Q.5 Generally speaking, do you think of yourself as ...?****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democrat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Labour	555 28%	12 2%	456 85%acdef	14 11%a	26 8%a	20 20%adf	3 5%	-	1 13%	1 10%	23 7%	22 4%	365 80%jl	83 23%j
Conservative	530 26%	425 86%bcdef	10 2%	7 6%b	63 20%bcef	5 6%b	-	-	-	-	17 6%	432 76%kl	9 2%	33 9%k
UKIP	182 9%	4 1%	1 *	2 2%b	158 50%abcef	-	-	-	1 15%	-	1 *	37 7%	16 4%	24 7%
Lib Dem	143 7%	7 1%	18 3%	92 75%abdef	10 3%	6 6%a	1 2%	-	-	1 14%	11 4%	6 1%	7 2%	111 31%jk
Green	64 3%	-	8 1%a	1 1%	1 *	49 51%abcdf	1 1%	-	-	-	-	5 1%	3 1%	21 6%jk
SNP	60 3%	1 *	3 *	1 1%	-	-	50 86%abcde	-	* 10%	1 10%	3 1%	-	7 2%j	6 2%j
Plaid Cymru	11 1%	-	1 *	-	2 *	-	-	6 80%	-	-	2 1%	1 *	3 1%	* *
BNP	6 *	-	-	-	2 1%	-	-	-	3 51%	-	1 *	1 *	-	-
Other	20 1%	-	4 1%	-	-	1 1%a	-	1 10%	-	5 47%	5 2%	-	6 1%j	-
Refused	64 3%	-	3 1%	-	4 1%a	-	-	-	-	-	53 17%	3 1%	5 1%	3 1%
Don't know	367 18%	45 9%	31 6%	6 5%	51 16%abc	15 16%bc	3 5%	1 9%	1 11%	2 19%	190 62%	62 11%	34 7%	75 21%jk

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 5

**Q.5 Generally speaking, do you think of yourself as ...?**

Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Labour	555 28%	555 100%acdfgjk	-	-	-	-	-	-	-	-	-	-
Conservative	530 26%	-	530 100%bcdfgjk	-	-	-	-	-	-	-	-	-
UKIP	182 9%	-	-	182 100%abcdgjk	-	-	-	-	-	-	-	-
Lib Dem	143 7%	-	-	-	143 100%abdfgjk	-	-	-	-	-	-	-
Green	64 3%	-	-	-	-	64 100%abcdfjk	-	-	-	-	-	-
SNP	60 3%	-	-	-	-	-	60 100%abcfgjk	-	-	-	-	-
Plaid Cymru	11 1%	-	-	-	-	-	-	11 100%	-	-	-	-
BNP	6 *	-	-	-	-	-	-	-	6 100%	-	-	-
Other	20 1%	-	-	-	-	-	-	-	-	20 100%	-	-
Refused	64 3%	-	-	-	-	-	-	-	-	-	64 100%abcdfgk	-
Don't know	367 18%	-	-	-	-	-	-	-	-	-	-	367 100%abcdf gj

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 5  
**Q.5 Generally speaking, do you think of yourself as ...?**  
**Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Labour	555 28%	37 22%	37 40%AFG HIJ	87 37%AFG HIJ	52 29%	54 29%	24 23%	47 25%	63 25%	64 25%	46 25%	45 29%
Conservative	530 26%	19 11%	16 18%	63 27%A	44 25%A	54 29%A	32 31%A	50 27%A	80 32%AB	77 30%AB	54 29%A	42 27%A
UKIP	182 9%	12 7%	14 15%H	18 8%	14 8%	21 11%	7 6%	21 11%	16 6%	32 12%H	13 7%	14 9%
Lib Dem	143 7%	12 7%B	1 1%	13 5%	10 6%	15 8%B	5 5%	13 7%B	20 8%B	16 6%B	22 12%BC	17 11%B
Green	64 3%	2 1%	2 2%	7 3%	3 2%	2 1%	5 5%	16 9%ACDE IK	10 4%	8 3%	8 4%	1 1%
SNP	60 3%	60 35%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	11 1%	-	-	-	-	-	11 11%ABCD EGHIJK	-	-	-	-	-
BNP	6 *	-	-	3 1%	2 1%	-	-	1 *	-	-	-	1 *
Other	20 1%	1 *	1 1%	1 *	1 *	2 1%	4 4%ACDI	2 1%	2 1%	1 1%	2 1%	4 2%
Refused	64 3%	3 2%	1 2%	5 2%	7 4%E	1 1%	3 3%	9 5%E	7 3%	15 6%E	3 2%	7 5%E
Don't know	367 18%	24 14%	19 21%	39 17%	46 26%ACF GI	35 19%	14 13%	28 15%	54 22%	44 17%	37 20%	26 17%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 6  
**Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	1666	836	830	144	205	285	333	283	416	661	427	227	351	1536	431	440	419	246	130
Weighted base	1312	710	602	116*	195	233	242	205	320	382	375	277	278	1186	318	333	340	195	126*
Labour	460 35%	240 34%	221 37%	50 43%h	84 43%gh	91 39%h	93 38%h	65 32%	77 24%	129 34%	131 35%	101 36%	100 36%	433 36%	102 32%	115 35%q	145 43%mq	70 36%q	28 22%
Conservative	434 33%	232 33%	201 33%	34 29%	56 29%	69 30%	62 26%	80 39%f	133 42%def	157 41%jkl	123 33%	83 30%	70 25%	413 35%	136 43%opq	115 35%q	101 30%q	62 32%q	20 16%
UKIP	211 16%	131 18%b	80 13%	5 4%	19 10%	32 14%c	52 21%cde	38 19%cd	65 20%cd	39 10%	52 14%	50 18%i	69 25%ij	201 17%	45 14%	64 19%q	65 19%q	26 14%	10 8%
Lib Dem	88 7%	49 7%	39 6%	13 11%g	18 9%g	13 6%	11 5%	7 3%	26 8%g	30 8%	21 6%	19 7%	19 7%	81 7%	21 7%	24 7%	14 4%	22 11%o	7 6%
SNP	56 4%	29 4%	28 5%	4 4%	5 3%	15 7%	15 6%	7 3%	9 3%	10 3%	23 6%i	15 5%	9 3%	-	-	-	-	-	56 45%mnop
Green	50 4%	23 3%	28 5%	8 7%h	13 6%h	11 5%	6 2%	7 3%	6 2%	15 4%	19 5%	8 3%	7 3%	46 4%	14 4%	12 4%	13 4%	8 4%	4 3%
Plaid Cymru	7 1%	2 *	5 1%	1 1%	-	1 *	3 1%	1 *	1 *	2 1%	2 *	1 *	2 1%	7 1%	-	-	-	7 4%mmo	-
BNP	2 *	1 *	1 *	-	-	1 1%	-	1 *	-	-	1 *	-	1 1%	2 *	1 *	1 *	1 *	-	-
Other	3 *	3 *	-	1 1%	-	1 *	-	-	2 *	* *	2 1%	-	1 *	3 *	1 *	2 *	1 *	-	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 6

#### Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1666	517	541	117	312	98	54	9	7	11	48	569	433	307
Weighted base	1312	434	460	88*	211	50*	56*	7**	2**	3**	.*	460	364	232
Labour	460 35%	-	460 100%acdef	-	-	-	-	-	-	-	-	16 4%	315 87%jl	68 29%j
Conservative	434 33%	434 100%bcdef	-	-	-	-	-	-	-	-	-	355 77%kl	6 2%	37 16%k
UKIP	211 16%	-	-	-	211 100%abcef	-	-	-	-	-	-	78 17%k	24 7%	32 14%k
Lib Dem	88 7%	-	-	88 100%abdef	-	-	-	-	-	-	-	5 1%	3 1%	67 29%jk
SNP	56 4%	-	-	-	-	56 100%abcde	-	-	-	-	-	-	9 2%j	7 3%j
Green	50 4%	-	-	-	-	50 100%abcdf	-	-	-	-	-	5 1%	4 1%	21 9%jk
Plaid Cymru	7 1%	-	-	-	-	-	7 100%	-	-	-	-	1 *	1 *	-
BNP	2 *	-	-	-	-	-	-	2 100%	-	-	-	-	-	-
Other	3 *	-	-	-	-	-	-	-	3 100%	-	-	2 *	-	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

\* small base; \*\* very small base (under 30) ineligible for sig testing

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 6  
**Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	SNP (d)	Green (g)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	1666	532	537	159	134	51	64	10	5	13	6	155
Weighted base	1312	452	442	116*	95*	54*	35*	8**	4**	8**	4**	95*
Labour	460 35%	395 87%acdfgk	9 2%	1 *	13 14%af	3 5%	8 22%adf	1 14%	-	4 53%	3 80%	24 25%adf
Conservative	434 33%	11 2%	381 86%bcdfgk	3 3%	6 6%	1 2%	-	-	-	-	-	32 34%bcdfg
UKIP	211 16%	19 4%	46 10%bd	110 95%abcdgk	6 6%	-	1 3%	2 18%	2 61%	-	1 20%	25 26%abcdg
Lib Dem	88 7%	12 3%	6 1%	1 1%	66 69%abdfgk	-	-	-	-	-	-	3 4%
SNP	56 4%	3 1%	-	-	1 1%	50 93%abcfgk	1 2%a	-	-	-	-	2 2%a
Green	50 4%	11 3%a	1 *	-	3 4%a	-	26 74%abcdfk	-	-	1 7%	-	8 9%abf
Plaid Cymru	7 1%	-	-	-	-	-	-	6 68%	-	1 10%	-	1 1%
BNP	2 *	-	-	1 1%	-	-	-	-	1 39%	-	-	-
Other	3 *	1 *	-	-	-	-	-	-	-	2 30%	-	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 6

#### Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	Eastern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1666	130	83	192	144	159	85	146	203	228	161	135
Weighted base	1312	126*	64*	164	113*	120	73*	112*	156	162	122*	101*
Labour	460 35%	28 22%	33 52%AFG HI	72 44%AGI	41 36%A	48 40%A	24 32%	30 27%	54 34%A	48 29%	46 38%A	37 37%A
Conservative	434 33%	20 16%	17 26%	52 32%A	32 28%	43 36%A	24 33%A	39 35%A	66 42%ABD	70 43%ABD	37 31%A	33 33%A
UKIP	211 16%	10 8%	13 20%A	25 15%	27 24%AHJ	21 18%A	11 15%	24 22%A	20 13%	25 16%	16 13%	19 19%A
Lib Dem	88 7%	7 6%	1 1%	8 5%	6 5%	7 6%	4 6%	9 8%	9 5%	12 8%	18 15%BCDE H	8 8%
SNP	56 4%	56 45%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Green	50 4%	4 3%	* 1%	5 3%	7 6%E	-	3 4%E	9 8%E	7 5%E	6 4%E	5 4%E	3 3%
Plaid Cymru	7 1%	-	-	-	-	-	7 9%ABCD EGHIJK	-	-	-	-	-
BNP	2 *	-	-	1 1%	-	-	-	1 1%	1 *	-	-	-
Other	3 *	-	-	1 1%	-	* *	-	-	-	1 *	-	1 1%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 7

**Q.6 How favourable or unfavourable are you to each of the following?****David Cameron****Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	543 27%	276 28%	267 26%	58 24%	64 20%	72 19%	81 24%	100 34% cde f	167 40% cde f	182 34% ijkl	153 26%	109 26%	98 21%	512 28%	147 29% q	148 28% q	130 26%	89 31% q	31 18%
Unfavourable	936 47%	472 48%	464 45%	113 47%	150 47%	167 44%	187 55% egh	140 47%	180 43%	217 40%	284 49% i	199 47% i	236 51% i	825 45%	214 42%	248 47%	243 48%	119 41%	111 65% mnop
Neither	399 20%	198 20%	200 20%	40 17%	86 27% cfgh	96 25% cfgh	58 17%	50 17%	69 16%	122 22%	105 18%	75 18%	97 21%	375 20%	113 22%	103 20%	95 19%	64 22%	24 14%
Don't know	124 6%	33 3%	91 9% a	30 12% fgh	22 7% gh	44 12% fgh	14 4% h	9 3%	5 1%	22 4%	38 7%	36 9% i	28 6%	120 7%	36 7%	30 6%	36 7%	18 6%	4 2%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 7

**Q.6 How favourable or unfavourable are you to each of the following?****David Cameron****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	543 27%	383 77%bcdef	30 6%	32 26%bdef	51 16%be	4 4%	4 6%	1 10%	-	1 11%	28 9%	353 62%kl	35 8%	62 17%k
Unfavourable	936 47%	31 6%	405 76%acd	50 41%a	187 59%ac	69 71%acd	50 86%acd	7 90%	4 87%	6 61%	107 35%	102 18%	335 74%jl	206 58%j
Neither	399 20%	76 15%	82 15%	33 27%abf	71 22%abf	22 23%f	5 8%	-	1 13%	2 15%	94 31%	105 18%	65 14%	76 21%k
Don't know	124 6%	6 1%	18 3%a	8 6%a	9 3%	1 1%	-	-	-	1 12%	77 25%	9 2%	19 4%j	13 4%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 7

**Q.6 How favourable or unfavourable are you to each of the following?****David Cameron****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	543 27%	40 7%	385 73%bcdfgjk	20 11%	31 22%bdfgj	3 5%	1 1%	1 11%	1 24%	2 8%	5 8%	53 14%bd
Unfavourable	936 47%	406 73%acjk	52 10%	117 64%acjk	70 49%ak	49 77%acjk	52 88%abcjk	10 85%	4 76%	15 72%	23 36%a	138 38%a
Neither	399 20%	89 16%	85 16%	40 22%	35 25%ab	11 17%	6 11%	-	-	4 20%	17 26%	111 30%abdg
Don't know	124 6%	20 4%a	7 1%	4 2%	6 4%a	1 2%	-	*	-	-	18 29%abcdfg	66 18%abcd g

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 7

**Q.6 How favourable or unfavourable are you to each of the following?**

**David Cameron**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	543 27%	31 18%	12 13%	72 31%AB	46 26%B	58 31%AB	34 32%AB	46 25%B	66 26%B	80 31%AB	55 30%AB	44 28%B
Unfavourable	936 47%	111 65% CDE FGHIJK	48 52% J	112 48%	84 47%	88 47%	50 47%	79 43%	112 44%	102 40%	69 38%	81 52% IJ
Neither	399 20%	24 14%	25 27% AC	35 15%	36 20%	30 16%	16 15%	46 25% AC	53 21%	59 23% AC	47 26% ACE	28 18%
Don't know	124 6%	4 2%	7 8%	17 7%	12 7%	11 6%	5 5%	15 8%	21 8% A	15 6%	13 7%	5 3%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 8

**Q.6 How favourable or unfavourable are you to each of the following?****Ed Miliband****Base: All respondents**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	403 20%	219 22% <sup>b</sup>	184 18%	52 22%	62 19%	65 17%	81 24% <sup>e</sup>	65 22%	78 19%	102 19%	110 19%	86 20%	104 23%	365 20%	103 20%	98 18%	103 20%	61 21%	37 22%
Unfavourable	1003 50%	533 54% <sup>b</sup>	471 46%	91 38%	135 42%	178 47%	168 50% <sup>c</sup>	160 54% <sup>cd</sup>	271 64% <sup>cde</sup>	294 54% <sup>l</sup>	296 51%	201 48%	212 46%	915 50%	258 51%	269 51%	248 49%	140 48%	88 52%
Neither	419 21%	186 19%	234 23%	48 20%	99 31% <sup>cef</sup>	87 23% <sup>h</sup>	67 20%	56 19%	61 15%	119 22%	119 21%	86 20%	95 21%	385 21%	105 21%	116 22%	98 19%	67 23%	35 20%
Don't know	177 9%	43 4%	134 13% <sup>a</sup>	50 21% <sup>defg</sup>	26 8% <sup>h</sup>	50 13% <sup>fgh</sup>	23 7% <sup>h</sup>	17 6% <sup>h</sup>	11 3%	28 5%	56 10% <sup>i</sup>	47 11% <sup>i</sup>	46 10% <sup>i</sup>	167 9%	43 8%	48 9%	55 11%	22 8%	9 6%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 8

**Q.6 How favourable or unfavourable are you to each of the following?****Ed Miliband****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	403 20%	15 3%	304 57%acdef	18 15%ad	21 7%a	13 14%ad	4 8%	3 33%	2 42%	- -	15 5%	19 3%	232 51%jl	71 20%j
Unfavourable	1003 50%	401 81%bcdef	84 16%	61 50%b	229 72%bce	48 50%b	39 67%b	4 49%	3 58%	9 94%	110 36%	464 82%kl	89 20%	172 48%k
Neither	419 21%	70 14%	120 22%ad	35 28%ad	50 16%	30 31%ad	15 25%	1 17%	- -	1 6%	84 27%	74 13%	112 25%j	81 23%j
Don't know	177 9%	9 2%	26 5%a	9 8%a	17 5%a	5 5%	- -	- -	- -	- -	98 32%	13 2%	22 5%j	33 9%jk

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 8

**Q.6 How favourable or unfavourable are you to each of the following?****Ed Miliband****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	403 20%	294 53%acdfgjk	17 3%	16 9%a	24 17%ak	7 10%a	4 6%	3 26%	1 16%	6 28%	5 8%	26 7%a
Unfavourable	1003 50%	100 18%	427 81%bcfgjk	131 72%bcgjk	71 50%b	35 54%b	42 70%bcjk	5 41%	4 70%	12 57%	24 37%b	154 42%b
Neither	419 21%	135 24%af	72 14%	26 14%	38 27%af	18 28%af	12 20%	1 12%	1 14%	3 15%	11 17%	103 28%af
Don't know	177 9%	27 5%	15 3%	8 4%	10 7%a	5 7%	2 4%	2 21%	- -	- -	24 38%abcdfgk	84 23%abcd g

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 8

**Q.6 How favourable or unfavourable are you to each of the following?****Ed Miliband****Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	403 20%	37 22%	18 20%	56 24%	29 16%	32 17%	22 21%	29 16%	51 20%	52 20%	39 21%	36 23%
Unfavourable	1003 50%	88 52%	47 51%	113 48%	89 50%	100 54%	53 50%	90 48%	122 48%	136 53%	87 47%	79 50%
Neither	419 21%	35 20%	13 14%	45 19%	40 22%	35 19%	24 22%	45 24%	52 21%	52 20%	43 23%	35 23%
Don't know	177 9%	9 6%	13 14%AIK	22 9%	20 11%K	18 10%	7 6%	23 12%K	27 11%K	16 6%	15 8%	7 4%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 9

**Q.6 How favourable or unfavourable are you to each of the following?****Nigel Farage****Base: All respondents**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	432 22%	272 28%b	159 16%	32 13%	46 14%	64 17%	88 26%cde	84 28%cde	118 28%cde	102 19%	114 20%	98 23%	118 26%ij	405 22%	100 20%	129 24%q	120 24%	55 19%	27 16%
Unfavourable	999 50%	480 49%	520 51%	137 57%eg	181 56%eg	170 45%	166 49%	140 47%	204 48%	309 57%kl	323 56%kl	190 45%	178 39%	892 49%	250 49%	239 45%	242 48%	161 55%n	107 63%mmo
Neither	390 19%	183 19%	207 20%	30 12%	66 20%c	96 25%cfh	62 18%	57 19%	79 19%	101 19%	98 17%	84 20%	107 23%j	361 20%	107 21%	107 20%	92 18%	54 19%	28 17%
Don't know	181 9%	45 5%	136 13%a	42 17%dfgh	29 9%h	49 13%fgh	23 7%	19 6%	20 5%	31 6%	46 8%	48 12%i	56 12%ij	174 9%	51 10%	54 10%q	49 10%	20 7%	7 4%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 9

**Q.6 How favourable or unfavourable are you to each of the following?****Nigel Farage****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	432 22%	104 21%bcef	55 10%c	1 1%	237 75%abcef	5 5%	3 5%	- -	2 33%	1 10%	23 8%	176 31%kl	71 16%	50 14%
Unfavourable	999 50%	250 51%d	345 64%ad	93 76%abd	20 6%	82 85%abd	46 78%ad	6 79%	3 67%	7 73%	120 39%	253 44%	268 59%j	230 65%j
Neither	390 19%	124 25%cde	105 20%ce	12 10%	47 15%e	4 5%	9 15%e	2 21%	- -	2 16%	77 25%	122 21%l	91 20%l	48 14%
Don't know	181 9%	16 3%	30 6%	17 14%abdf	13 4%	5 6%	1 1%	- -	- -	- -	86 28%	18 3%	25 6%	29 8%j

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 9

**Q.6 How favourable or unfavourable are you to each of the following?****Nigel Farage****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	432 22%	79 14%d	148 28%bcdgk	134 74%abcdgjk	11 8%	4 7%	2 3%	2 14%	1 26%	2 8%	10 16%d	39 10%
Unfavourable	999 50%	340 61%afjk	242 46%f	16 9%	101 71%afjk	53 83%abfjk	44 74%afjk	6 51%	2 29%	16 81%	21 32%f	159 43%f
Neither	390 19%	105 19%g	120 23%cfg	21 12%	18 13%	2 3%	13 22%g	4 32%	3 45%	2 11%	13 21%g	88 24%cfg
Don't know	181 9%	31 6%	20 4%	10 6%	13 9%a	5 7%	1 1%	* 4%	- -	- -	20 31%abcdfg	81 22%abcdf g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 9

**Q.6 How favourable or unfavourable are you to each of the following?****Nigel Farage****Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	432 22%	27 16%	20 22%	57 24%	44 25%	54 29% J	21 20%	42 23%	50 20%	50 20%	34 19%	32 21%
Unfavourable	999 50%	107 63% GHI	46 50%	116 49%	81 46%	76 41%	59 56% E	83 45%	125 50%	125 49%	101 55% E	80 51%
Neither	390 19%	28 17%	18 19%	41 17%	34 19%	37 20%	20 19%	36 19%	50 20%	57 22%	34 19%	34 22%
Don't know	181 9%	7 4%	8 9%	23 10%	18 10%	19 10%	6 6%	25 13% A	27 11% A	24 9%	14 8%	10 7%

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 10  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Natalie Bennett**  
**Base: All respondents**

	Gender		Age							Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	126 6%	73 7%	53 5%	28 12%efgh	25 8%h	21 6%	19 5%	17 6%	16 4%	38 7%	38 7%	24 6%	26 6%	109 6%	31 6%	33 6%	30 6%	15 5%	17 10%
Unfavourable	523 26%	321 33%b	202 20%	62 26%	83 26%	73 19%	80 24%	76 26%	149 35%cd fg	162 30%kl	161 28%	92 22%	109 24%	486 27%	131 26%	162 31%p	129 26%	64 22%	37 22%
Neither	505 25%	241 25%	264 26%	52 22%	97 30%h	105 28%h	95 28%h	68 23%	88 21%	145 27%	145 25%	105 25%	111 24%	462 25%	130 26%	126 24%	136 27%	70 24%	43 25%
Don't know	848 42%	345 35%	503 49%a	98 41%	118 37%	180 47%dh	146 43%	138 46%d	168 40%	198 36%	237 41%	200 48%i	213 46%i	775 42%	216 42%	209 40%	209 41%	141 49%n	73 43%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 10

**Q.6 How favourable or unfavourable are you to each of the following?****Natalie Bennett****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	126 6%	12 2%	48 9% <sup>ad</sup>	8 7% <sup>a</sup>	14 4%	28 29% <sup>abcd</sup>	9 15% <sup>ad</sup>	1 10%	-	* 5%	4 1%	17 3%	40 9% <sup>j</sup>	40 11% <sup>j</sup>
Unfavourable	523 26%	167 34% <sup>bce</sup>	117 22%	22 18%	125 39% <sup>bcef</sup>	12 13%	12 20%	3 34%	2 40%	5 45%	48 16%	220 39% <sup>kl</sup>	106 23%	73 21%
Neither	505 25%	119 24%	165 31% <sup>ad</sup>	45 36% <sup>ade</sup>	62 19%	21 22%	13 23%	3 36%	-	3 29%	61 20%	119 21%	131 29% <sup>j</sup>	101 28% <sup>j</sup>
Don't know	848 42%	197 40%	204 38%	48 39%	116 37%	35 36%	25 42%	2 20%	3 60%	2 21%	193 63%	213 37%	178 39%	142 40%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 10

**Q.6 How favourable or unfavourable are you to each of the following?****Natalie Bennett****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	126 6%	54 10%afk	13 3%	6 3%	10 7%a	20 30%abcdijk	8 13%afjk	- -	- -	3 15%	1 2%	11 3%
Unfavourable	523 26%	126 23%k	186 35%bcgijk	77 42%bcdgijk	28 20%	11 16%	14 23%	3 23%	4 66%	7 36%	11 17%	57 16%
Neither	505 25%	160 29%af	117 22%	35 19%	43 30%	17 26%	14 24%	4 35%	1 14%	7 34%	12 19%	96 26%
Don't know	848 42%	215 39%	214 40%g	63 35%	62 44%g	17 27%	24 40%	5 41%	1 20%	3 15%	40 63%abcdfg	203 55%abcfg

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 10

**Q.6 How favourable or unfavourable are you to each of the following?****Natalie Bennett****Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	Eastern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	126 6%	17 10% <sup>l</sup>	4 5%	14 6%	11 6%	11 6%	5 5%	13 7%	22 9% <sup>l</sup>	9 4%	10 6%	8 5%
Unfavourable	523 26%	37 22%	27 29%	64 27%	38 22%	59 32% <sup>DF</sup>	21 20%	52 28%	60 24%	71 28%	43 23%	50 32% <sup>F</sup>
Neither	505 25%	43 25%	16 17%	61 26%	59 33% <sup>BEG</sup>	40 22%	24 23%	43 23%	65 26%	66 26%	46 25%	43 27%
Don't know	848 42%	73 43%	44 49%	96 41%	68 39%	75 40%	56 53% <sup>DK</sup>	79 42%	105 42%	111 43%	85 46%	56 36%

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 11  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Nicola Sturgeon**  
**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	191 10%	105 11%	86 8%	23 10%	27 8%	31 8%	38 11%	23 8%	49 12%	45 8%	62 11%	45 11%	39 8%	102 6%	33 6%	22 4%	32 6%	15 5%	89 52%mnop
Unfavourable	705 35%	420 43%b	285 28%	67 28%	92 29%	104 27%	146 43%cde	100 33%	196 46%cde	237 44%jkl	199 34%	132 32%	136 30%	652 36%	164 32%	199 38%	181 36%	108 37%	53 31%
Neither	485 24%	229 23%	256 25%	58 24%	92 29%h	99 26%h	74 22%	85 28%h	76 18%	135 25%	145 25%	93 22%	112 24%	462 25%	127 25%q	127 24%q	137 27%q	72 25%q	23 14%
Don't know	622 31%	226 23%	396 39%a	92 38%fh	111 34%fh	146 38%fgh	82 24%	91 31%h	100 24%	126 23%	175 30%i	150 36%i	172 37%ij	617 34%	185 36%q	182 34%q	154 31%q	95 33%q	5 3%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**  
**\*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 11

**Q.6 How favourable or unfavourable are you to each of the following?****Nicola Sturgeon****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	191 10%	22 4%	49 9%a	15 12%a	21 7%	11 11%a	55 94%abcde	3 36%	* 10%	3 26%	11 3%	22 4%	50 11%j	47 13%j
Unfavourable	705 35%	240 48%bcef	170 32%f	35 29%f	146 46%bcef	25 26%f	- -	1 12%	2 40%	5 46%	77 25%	297 52%kl	154 34%	120 33%
Neither	485 24%	102 21%f	161 30%adf	38 31%af	68 21%f	29 30%f	3 6%	3 43%	- -	2 15%	71 23%	111 19%	131 29%j	94 26%j
Don't know	622 31%	131 26%f	154 29%f	35 29%f	83 26%f	32 33%f	- -	1 10%	2 50%	1 12%	147 48%	139 24%	119 26%	96 27%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 11

**Q.6 How favourable or unfavourable are you to each of the following?****Nicola Sturgeon****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	191 10%	54 10%ajk	25 5%	10 6%	14 10%aj	6 10%j	58 98%abcfjk	1 11%	- -	3 15%	* 1%	18 5%
Unfavourable	705 35%	183 33%dk	262 49%bcdgjk	82 45%bcdgjk	41 28%d	18 27%d	1 1%	1 8%	3 45%	8 41%	17 26%d	91 25%d
Neither	485 24%	161 29%ad	107 20%d	38 21%d	43 30%ad	17 27%d	* 1%	5 47%	1 14%	7 34%	17 26%d	88 24%d
Don't know	622 31%	157 28%d	137 26%d	52 29%d	45 31%d	23 36%d	- -	4 34%	2 41%	2 10%	30 47%abdf	170 46%abcd

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 11

**Q.6 How favourable or unfavourable are you to each of the following?**

**Nicola Sturgeon**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	191 10%	89 52% BCDE FGHIJK	5 5%	16 7%	12 7%	7 4%	6 6%	4 2%	20 8%G	12 5%	9 5%	11 7%
Unfavourable	705 35%	53 31%	36 39%	83 35%	62 35%	71 38%H	38 36%	68 36%	68 27%	96 37%H	70 38%H	60 38%H
Neither	485 24%	23 14%	20 22%	61 26%A	55 31%A	39 21%	26 25%A	46 24%A	64 26%A	63 24%A	46 25%A	42 27%A
Don't know	622 31%	5 3%	30 33%A	76 32%A	48 27%A	68 37%A	36 34%A	69 37%A	99 39%ADK	86 34%A	59 32%A	45 29%A

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 12  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Nick Clegg**  
**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	248 12%	133 14%	115 11%	40 16%	39 12%	40 10%	36 10%	31 10%	64 15%	73 13%	76 13%	42 10%	58 13%	231 13%	71 14%	70 13%	52 10%	39 13%	17 10%
Unfavourable	1037 52%	551 56%b	486 48%	96 40%	157 49%	169 44%	203 60%cde	169 56%ce	242 58%cde	278 51%	291 50%	230 55%	238 52%	924 50%	244 48%	261 49%	275 55%	145 50%	112 66%mnop
Neither	547 27%	252 26%	295 29%	58 24%	100 31%	119 31%f	80 23%	83 28%	107 26%	160 29%	161 28%	103 25%	123 27%	512 28%	149 29%q	153 29%	128 25%	83 29%	34 20%
Don't know	170 9%	44 5%	126 12%a	47 19%dfgh	26 8%h	52 14%dfgh	21 6%h	17 6%h	7 2%	33 6%	52 9%	45 11%i	41 9%	164 9%	46 9%	46 9%	49 10%q	23 8%	6 4%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 12  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Nick Clegg**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	248 12%	69 14%df	62 12%d	64 52%abdef	19 6%	8 8%	1 2%	-	1 13%	-	19 6%	57 10%	45 10%	91 26%jk
Unfavourable	1037 52%	229 46%c	313 59%ac	22 18%	231 73%abce	51 53%c	51 87%abce	6 77%	4 76%	7 72%	102 33%	315 55%l	272 60%l	161 45%
Neither	547 27%	179 36%bcdf	134 25%df	26 21%	55 17%	31 33%df	6 11%	2 23%	1 11%	3 28%	100 33%	180 32%l	118 26%	85 24%
Don't know	170 9%	18 4%	25 5%	10 8%a	12 4%	7 7%	-	-	-	-	85 28%	16 3%	21 5%	20 6%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 12  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Nick Clegg**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	248 12%	57 10%d	65 12%d	15 8%	68 47%abdfgjk	5 8%	1 1%	- -	- -	1 3%	4 7%	34 9%
Unfavourable	1037 52%	334 60%acjk	252 48%cjk	126 70%abcjk	40 28%	43 66%acjk	53 88%abcfgjk	7 63%	5 86%	15 73%	20 32%	142 39%c
Neither	547 27%	139 25%d	192 36%bcdfg	33 18%	25 17%	13 20%	6 11%	2 16%	1 14%	5 23%	14 22%	117 32%bcdf
Don't know	170 9%	26 5%	21 4%	8 4%	11 8%	4 6%	- -	2 21%	- -	- -	25 39%abcfgjk	74 20%abcf g

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**  
**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 12

**Q.6 How favourable or unfavourable are you to each of the following?**

**Nick Clegg**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	248 12%	17 10%	7 8%	29 12%	16 9%	27 15%	15 14%	20 11%	33 13%	37 14%	24 13%	22 14%
Unfavourable	1037 52%	112 66%CEG HIJK	49 54%	128 54%	98 55%	95 51%	56 53%	91 49%	124 49%	119 47%	89 48%	75 48%
Neither	547 27%	34 20%	23 25%	58 24%	48 27%	48 26%	27 25%	53 29%	68 27%	80 31%A	56 30%	51 33%A
Don't know	170 9%	6 4%	12 13%A	22 9%	15 9%	15 8%	8 8%	22 12%A	26 10%A	20 8%	15 8%	9 6%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 13  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Conservative Party**  
**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	565 28%	298 30%	267 26%	47 20%	72 22%	74 20%	81 24%	111 37% cde f	180 43% cde f	202 37% ijkl	156 27%	104 25%	103 23%	539 29%	171 34% oq	153 29% q	131 26% q	84 29% q	26 16%
Unfavourable	924 46%	471 48%	452 44%	103 43%	151 47%	180 47%	183 54% ch	138 46%	169 40%	213 39%	276 47% i	202 48% i	234 51% i	813 44%	197 39%	246 47% m	243 48% m	126 44%	111 65% mnop
Neither	366 18%	174 18%	192 19%	51 21%	69 21% g	80 21% g	61 18%	41 14%	64 15%	96 18%	106 18%	80 19%	85 19%	340 19%	97 19%	91 17%	87 17%	66 23%	26 15%
Don't know	147 7%	36 4%	111 11% a	40 17% dfgh	29 9% fgh	46 12% fgh	15 4%	9 3%	8 2%	33 6%	43 7%	35 8%	37 8%	140 8%	44 9%	39 7%	44 9%	14 5%	7 4%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**  
**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 13

**Q.6 How favourable or unfavourable are you to each of the following?****Conservative Party****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	565 28%	423 86%bcdef	15 3%	28 23%bef	63 20%bef	3 3%	2 3%	1 10%	-	-	23 7%	404 71%kl	20 4%	58 16%k
Unfavourable	924 46%	15 3%	423 79%acd	56 46%a	173 54%a	75 78%acd	51 87%acd	6 79%	5 100%	9 85%	92 30%	69 12%	351 77%jl	211 59%j
Neither	366 18%	51 10%	79 15%a	27 22%a	73 23%ab	14 15%	6 10%	1 12%	-	2 15%	98 32%	86 15%	65 14%	72 20%k
Don't know	147 7%	6 1%	17 3%a	11 9%abdf	10 3%	4 4%	-	-	-	-	93 30%	9 2%	20 4%j	16 5%j

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 13

**Q.6 How favourable or unfavourable are you to each of the following?****Conservative Party****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	565 28%	22 4%	429 81%bcdfgjk	30 17%bdgj	27 19%bdgj	1 2%	1 1%	1 7%	1 24%	1 3%	3 5%	49 13%bdg
Unfavourable	924 46%	433 78%acfjk	26 5%	108 60%ajk	76 53%ajk	54 83%acfjk	52 88%acfjk	9 82%	4 76%	16 81%	17 26%a	128 35%a
Neither	366 18%	83 15%	70 13%	36 20%	29 20%	6 10%	6 11%	1 8%	- -	3 16%	20 32%abdjg	111 30%abcdf g
Don't know	147 7%	18 3%a	5 1%	7 4%a	11 8%ab	3 5%a	- -	* 4%	- -	- -	23 37%abcdfgk	79 22%abcdf g

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 13  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Conservative Party**  
**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	565 28%	26 16%	19 20%	65 28%A	47 26%A	60 32%A	34 32%A	48 26%A	85 34%AB	86 34%AB	50 27%A	45 29%A
Unfavourable	924 46%	111 65%BCD EFGHIJ K	45 49%	115 49%I	83 47%	90 49%I	48 45%	78 42%	101 40%	96 37%	79 43%	78 50%I
Neither	366 18%	26 15%	17 18%	38 16%	32 18%	25 13%	17 16%	41 22%E	41 16%	56 22%E	48 26%ACE HK	26 16%
Don't know	147 7%	7 4%	11 12%AJ	18 7%	15 9%	11 6%	7 6%	19 10%J	25 10%AJ	19 7%	7 4%	9 6%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 14  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Labour Party**  
**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	582 29%	303 31%	279 27%	75 31%	107 33% <sup>h</sup>	96 25%	115 34% <sup>eh</sup>	91 30% <sup>h</sup>	98 23%	154 28%	160 28%	127 30%	141 31%	542 30%	148 29%	149 28%	157 31%	88 30%	40 24%
Unfavourable	893 45%	480 49% <sup>b</sup>	413 40%	80 33%	106 33%	159 42% <sup>d</sup>	142 42% <sup>d</sup>	159 53% <sup>cde</sup>	246 58% <sup>cde</sup>	261 48%	256 44%	179 43%	198 43%	807 44%	225 44%	246 46%	215 43%	121 42%	87 51%
Neither	366 18%	155 16%	211 21% <sup>a</sup>	51 21% <sup>g</sup>	82 25% <sup>fgh</sup>	76 20% <sup>g</sup>	61 18% <sup>g</sup>	36 12%	61 14%	101 19%	109 19%	77 18%	79 17%	333 18%	93 18%	92 17%	87 17%	61 21%	34 20%
Don't know	161 8%	42 4%	118 12% <sup>a</sup>	35 15% <sup>fgh</sup>	28 9% <sup>h</sup>	48 13% <sup>fgh</sup>	21 6%	14 5%	16 4%	27 5%	55 9% <sup>i</sup>	38 9% <sup>i</sup>	41 9% <sup>i</sup>	151 8%	44 9%	43 8%	44 9%	20 7%	10 6%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 14

**Q.6 How favourable or unfavourable are you to each of the following?****Labour Party****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	582 29%	23 5%	445 83%acdef	22 18%ad	25 8%	17 18%ad	5 9%	3 33%	2 31%	- -	27 9%	28 5%	336 74%jl	105 29%j
Unfavourable	893 45%	387 78%bce	24 4%	53 43%b	229 72%bce	46 48%b	43 73%bce	3 40%	3 58%	8 80%	76 25%	454 80%kl	46 10%	157 44%k
Neither	366 18%	76 15%b	49 9%	40 32%abd	51 16%b	30 32%abd	10 17%	2 27%	1 11%	2 20%	93 31%	76 13%	57 13%	77 21%jk
Don't know	161 8%	8 2%	17 3%	8 6%a	12 4%	3 3%	1 1%	- -	- -	- -	109 36%	12 2%	16 4%	19 5%j

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 14

**Q.6 How favourable or unfavourable are you to each of the following?****Labour Party****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	582 29%	431 78%acdfgjk	26 5%	15 8%	34 24%adfk	13 20%af	4 6%	5 43%	1 16%	6 28%	7 11%	41 11%a
Unfavourable	893 45%	50 9%	418 79%bcgjk	130 72%bcgjk	63 44%bj	33 51%bjk	42 70%bcjk	3 30%	4 70%	10 51%	15 24%b	125 34%b
Neither	366 18%	58 10%	76 14%	31 17%b	39 27%abf	17 26%ab	12 20%	3 23%	1 14%	4 21%	18 28%ab	109 30%abf
Don't know	161 8%	17 3%	10 2%	6 3%	7 5%	2 3%	2 4%	* 4%	- -	- -	24 38%abcdfg	92 25%abcdf g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 14

**Q.6 How favourable or unfavourable are you to each of the following?****Labour Party****Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	582 29%	40 24%	32 35%G	81 34%AG	44 25%	57 31%	32 30%	40 21%	76 30%	72 28%	56 31%	51 33%G
Unfavourable	893 45%	87 51%	36 40%	101 43%	78 44%	95 51%H	45 43%	84 45%	101 40%	123 48%	76 41%	67 42%
Neither	366 18%	34 20%	14 15%	34 14%	40 22%E	23 12%	20 19%	41 22%E	48 19%	44 17%	41 22%E	28 18%
Don't know	161 8%	10 6%	9 10%	20 8%	15 9%	10 6%	9 8%	22 12%	27 11%	17 7%	11 6%	11 7%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 15

**Q.6 How favourable or unfavourable are you to each of the following?****Liberal Democrats****Base: All respondents**

	Gender		Age						Social Class				Net: Eng- land & Wales	Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)		DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	282 14%	143 15%	139 14%	37 15%	45 14%	48 13%	37 11%	42 14%	73 17% <sup>f</sup>	81 15%	85 15%	51 12%	65 14%	259 14%	86 17% <sup>o</sup>	72 14%	52 10%	50 17% <sup>o</sup>	23 13%
Unfavourable	1014 51%	541 55% <sup>b</sup>	473 46%	106 44%	153 48%	167 44%	193 57% <sup>cde</sup>	164 55% <sup>ce</sup>	231 55% <sup>ce</sup>	277 51%	288 50%	219 52%	229 50%	905 49%	243 48%	263 50%	262 52%	138 47%	109 64% <sup>mnp</sup>
Neither	536 27%	253 26%	283 28%	50 21%	97 30% <sup>c</sup>	113 30% <sup>c</sup>	94 28%	79 26%	103 25%	156 29%	155 27%	104 25%	121 26%	507 28%	133 26% <sup>q</sup>	153 29% <sup>q</sup>	136 27% <sup>q</sup>	84 29% <sup>q</sup>	30 17%
Don't know	170 8%	43 4%	127 12% <sup>a</sup>	48 20% <sup>d</sup> <sup>fgh</sup>	27 8% <sup>h</sup>	52 14% <sup>fgh</sup>	16 5%	15 5%	13 3%	29 5%	52 9% <sup>i</sup>	46 11% <sup>i</sup>	43 9% <sup>i</sup>	161 9%	47 9%	42 8%	54 11%	18 6%	9 5%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 15

**Q.6 How favourable or unfavourable are you to each of the following?****Liberal Democrats****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	282 14%	61 12%d	59 11%	92 75%abdef	22 7%	17 18%df	2 4%	1 11%	1 13%	- -	21 7%	61 11%	35 8%	126 35%jk
Unfavourable	1014 51%	235 47%c	311 58%ac	6 5%	234 74%abce	47 48%c	48 81%abce	7 89%	4 87%	6 58%	94 31%	315 55%l	278 61%l	135 38%
Neither	536 27%	178 36%bcdf	144 27%cdf	19 15%	52 16%	28 29%cdf	7 13%	- -	- -	3 29%	97 32%	179 31%l	123 27%	78 22%
Don't know	170 8%	21 4%	20 4%	5 4%	9 3%	5 5%	1 2%	- -	- -	1 12%	95 31%	14 3%	19 4%	18 5%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 15

**Q.6 How favourable or unfavourable are you to each of the following?****Liberal Democrats****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	282 14%	60 11%	63 12%f	10 6%	97 68%abdfgjk	8 13%	2 3%	1 8%	- -	1 3%	4 6%	37 10%
Unfavourable	1014 51%	327 59%acjk	269 51%cjk	133 73%abcjk	19 13%	39 61%cjk	48 81%abcgjk	10 89%	5 86%	13 64%	20 32%c	130 35%c
Neither	536 27%	150 27%cf	178 34%bcdf	32 18%	22 16%	13 21%	8 14%	- -	1 14%	5 26%	14 22%	112 31%cdf
Don't know	170 8%	19 3%	20 4%	7 4%	5 4%	4 6%	1 2%	* 4%	- -	1 7%	25 40%abcdfgk	88 24%abcd g

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 15

**Q.6 How favourable or unfavourable are you to each of the following?****Liberal Democrats****Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	282 14%	23 13%	6 6%	27 11%	20 11%	29 16%	14 13%	21 11%	45 18%B	41 16%B	36 19%BCD	22 14%
Unfavourable	1014 51%	109 64%CGH IJK	46 51%	119 51%	96 54%	97 52%	59 56%	93 50%	125 50%	118 46%	79 43%	72 46%
Neither	536 27%	30 17%	27 29%	66 28%A	43 24%	49 26%	26 25%	52 28%A	55 22%	78 30%AH	59 32%AH	52 33%AH
Don't know	170 8%	9 5%	12 13%	23 10%	18 10%	11 6%	7 7%	20 11%	28 11%	20 8%	11 6%	11 7%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 16  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Green Party**  
**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	471 24%	217 22%	253 25%	74 31% <sup>eh</sup>	89 28% <sup>h</sup>	82 22%	78 23% <sup>h</sup>	77 26% <sup>h</sup>	70 17%	130 24%	146 25%	94 22%	101 22%	425 23%	133 26% <sup>o</sup>	122 23%	95 19%	75 26% <sup>o</sup>	45 27%
Unfavourable	613 31%	370 38% <sup>b</sup>	243 24%	47 19%	94 29% <sup>c</sup>	95 25%	100 29% <sup>c</sup>	93 31% <sup>c</sup>	185 44% <sup>cde</sup> fg	183 34%	165 29%	122 29%	142 31%	560 31%	142 28%	167 31%	165 33%	86 30%	53 31%
Neither	693 35%	330 34%	363 35%	65 27%	109 34%	151 40% <sup>c</sup>	125 37% <sup>c</sup>	103 34%	140 33%	191 35%	205 35%	140 33%	157 34%	633 35%	169 33%	178 34%	185 37%	101 35%	60 36%
Don't know	225 11%	63 6%	163 16% <sup>a</sup>	55 23% <sup>defg</sup> h	30 9%	51 14% <sup>h</sup>	37 11% <sup>h</sup>	26 9%	26 6%	39 7%	64 11% <sup>i</sup>	64 15% <sup>i</sup>	58 13% <sup>i</sup>	214 12%	64 13%	63 12%	59 12%	28 10%	12 7%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 16  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Green Party**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	471 24%	61 12%	161 30% <sup>ad</sup>	36 30% <sup>ad</sup>	50 16%	86 89% <sup>abcd</sup>	23 39% <sup>ad</sup>	3 41%	1 28%	2 17%	33 11%	78 14%	117 26% <sup>j</sup>	130 36% <sup>jk</sup>
Unfavourable	613 31%	202 41% <sup>bcef</sup>	135 25% <sup>e</sup>	22 18% <sup>e</sup>	167 53% <sup>abcef</sup>	3 4%	12 20% <sup>e</sup>	2 20%	3 61%	4 43%	55 18%	262 46% <sup>kl</sup>	131 29%	85 24%
Neither	693 35%	208 42% <sup>de</sup>	193 36% <sup>de</sup>	53 43% <sup>de</sup>	82 26% <sup>e</sup>	7 7%	22 37% <sup>e</sup>	3 38%	-	2 23%	112 36%	206 36%	173 38%	119 33%
Don't know	225 11%	25 5% <sup>e</sup>	45 8% <sup>ae</sup>	12 10% <sup>e</sup>	19 6% <sup>e</sup>	-	2 4%	-	1 11%	2 17%	106 35%	24 4%	34 8% <sup>j</sup>	23 6%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 16  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Green Party**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	471 24%	157 28%afjk	61 11%	31 17%	56 39%abfjk	62 96%abcdfjk	21 35%afjk	4 31%	1 16%	7 36%	8 13%	63 17%a
Unfavourable	613 31%	148 27%gj	243 46%bcdgjk	88 49%bcdgjk	26 18%g	1 1%	13 22%g	2 14%	4 70%	5 26%	8 13%g	75 20%g
Neither	693 35%	210 38%fg	194 37%g	50 27%g	49 34%g	2 3%	21 35%g	3 24%	1 14%	7 33%	19 30%g	139 38%fg
Don't know	225 11%	41 7%g	33 6%	13 7%	13 9%g	- -	5 8%g	3 30%	- -	1 5%	28 43%abcdfgk	90 24%abcdf g

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 16  
**Q.6 How favourable or unfavourable are you to each of the following?**  
**Green Party**  
**Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	471 24%	45 27%B	11 13%	44 19%	40 23%	39 21%	26 24%	51 27%B	71 28%BC	62 24%B	49 26%B	32 21%
Unfavourable	613 31%	53 31%	36 39%H	82 35%	48 27%	64 34%	26 25%	53 28%	66 26%	76 30%	60 33%	50 32%
Neither	693 35%	60 36%	32 35%	88 37%	64 36%	59 32%	39 37%	62 33%	77 31%	92 36%	62 34%	57 36%
Don't know	225 11%	12 7%	12 13%	22 9%	25 14%	24 13%	15 14%	22 12%	38 15%AJ	26 10%	13 7%	17 11%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 17

**Q.6 How favourable or unfavourable are you to each of the following?****UK Independence Party (UKIP)****Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	474 24%	282 29%b	192 19%	45 19%	50 16%	72 19%	89 26%de	89 30%cde	129 31%cde	104 19%	116 20%	118 28%ij	136 30%ij	449 25%	120 24%q	144 27%q	120 24%q	65 22%	25 15%
Unfavourable	973 49%	464 47%	509 50%	128 53%	176 55%gh	176 46%	165 49%	133 45%	194 46%	306 56%kl	315 54%kl	173 41%	179 39%	871 48%	250 49%	228 43%	241 48%	152 52%n	102 60%mno
Neither	380 19%	185 19%	195 19%	31 13%	63 20%	91 24%c	61 18%	57 19%	77 18%	105 19%	99 17%	82 19%	94 21%	346 19%	94 18%	106 20%	91 18%	56 19%	34 20%
Don't know	174 9%	48 5%	126 12%a	37 15%fgh	32 10%h	41 11%h	24 7%	19 6%	21 5%	28 5%	50 9%i	47 11%i	50 11%i	166 9%	44 9%	51 10%	52 10%	18 6%	9 5%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 17

**Q.6 How favourable or unfavourable are you to each of the following?****UK Independence Party (UKIP)****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	474 24%	95 19%bcef	55 10%ce	3 3%	282 89%abcef	3 3%	3 6%	1 12%	2 33%	1 10%	19 6%	175 31%kl	78 17%	59 16%
Unfavourable	973 49%	239 48%d	345 64%ad	93 76%abd	8 3%	87 90%abcdf	42 72%ad	7 88%	3 67%	7 73%	116 38%	240 42%	260 57%j	225 63%j
Neither	380 19%	136 27%bcde	112 21%cde	14 12%	22 7%	4 4%	10 17%de	- -	- -	2 16%	77 25%	129 23%l	95 21%l	52 15%
Don't know	174 9%	25 5%d	23 4%	12 10%bd	5 2%	3 3%	3 6%	- -	- -	- -	93 31%	25 4%	23 5%	22 6%

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 17

**Q.6 How favourable or unfavourable are you to each of the following?****UK Independence Party (UKIP)****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	474 24%	80 14%g	139 26%bcdgjk	166 92%abcdgjk	13 9%	3 4%	2 4%	3 22%	1 26%	2 11%	8 12%	58 16%dg
Unfavourable	973 49%	334 60%afjk	235 44%fj	9 5%	101 71%abfjk	57 89%abcdfjk	43 71%afjk	7 57%	2 29%	16 81%	18 29%f	150 41%f
Neither	380 19%	116 21%fg	129 24%cfg	3 2%	20 14%fg	1 2%	12 19%fg	* 4%	3 45%	2 8%	17 27%fg	78 21%fg
Don't know	174 9%	25 4%	28 5%	4 2%	9 6%	3 5%	3 5%	2 17%	- -	- -	20 32%abcdfg	80 22%abcdf g

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 17

**Q.6 How favourable or unfavourable are you to each of the following?**

**UK Independence Party (UKIP)**

**Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	474 24%	25 15%	22 25%	56 24%	41 23%	58 32%AH	23 22%	44 24%	49 19%	72 28%AH	42 23%	41 26%A
Unfavourable	973 49%	102 60%DEG IK	48 53%	116 49%	77 43%	77 41%	58 55%E	80 43%	131 52%	120 47%	94 51%	72 46%
Neither	380 19%	34 20%	13 14%	39 16%	40 22%	36 20%	16 15%	41 22%	43 17%	51 20%	40 22%	29 18%
Don't know	174 9%	9 5%	8 9%	25 11%	19 11%	14 7%	9 8%	22 12%IJ	30 12%AIJ	14 6%	9 5%	15 10%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 18

**Q.6 How favourable or unfavourable are you to each of the following?**

**Scottish National Party (SNP)**

**Base: All respondents**

	Gender		Age						Social Class				Net: Eng- land & Wales	Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)		DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Favourable	196 10%	106 11%	90 9%	25 11%	26 8%	32 9%	46 14% <sup>de</sup>	27 9%	39 9%	51 9%	57 10%	42 10%	45 10%	114 6%	36 7%	25 5%	37 7%	16 6%	82 48% <sup>mnop</sup>
Unfavourable	923 46%	511 52% <sup>b</sup>	412 40%	87 36%	137 43%	142 37%	170 50% <sup>ce</sup>	144 48% <sup>ce</sup>	242 58% <sup>cde</sup>	292 54% <sup>ijkl</sup>	264 46%	177 42%	190 41%	872 48%	224 44% <sup>q</sup>	269 51% <sup>mq</sup>	239 47% <sup>q</sup>	140 48% <sup>q</sup>	51 30%
Neither	571 29%	271 28%	299 29%	57 24%	98 30%	133 35% <sup>cfh</sup>	84 25%	87 29%	112 27%	136 25%	160 28%	131 31%	143 31% <sup>i</sup>	539 29%	152 30% <sup>q</sup>	148 28% <sup>q</sup>	153 30% <sup>q</sup>	86 30% <sup>q</sup>	31 18%
Don't know	313 16%	92 9%	221 22% <sup>a</sup>	71 29% <sup>def</sup>	62 19% <sup>fh</sup>	72 19% <sup>fh</sup>	39 12% <sup>h</sup>	41 14% <sup>h</sup>	28 7%	64 12%	98 17% <sup>i</sup>	70 17%	81 18% <sup>i</sup>	307 17%	97 19% <sup>q</sup>	88 17% <sup>q</sup>	75 15% <sup>q</sup>	47 16% <sup>q</sup>	6 4%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 18

**Q.6 How favourable or unfavourable are you to each of the following?****Scottish National Party (SNP)****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Favourable	196 10%	15 3%	62 12% <sup>ad</sup>	6 5%	18 6%	15 15% <sup>acd</sup>	57 97% <sup>abcde</sup>	4 47%	1 23%	2 15%	12 4%	17 3%	60 13% <sup>j</sup>	35 10% <sup>j</sup>
Unfavourable	923 46%	326 66% <sup>bcef</sup>	201 38% <sup>f</sup>	48 39% <sup>f</sup>	185 58% <sup>bcf</sup>	48 50% <sup>bf</sup>	- -	4 53%	1 21%	6 63%	95 31%	391 69% <sup>kl</sup>	179 39%	162 45%
Neither	571 29%	121 25% <sup>f</sup>	202 38% <sup>adf</sup>	45 36% <sup>af</sup>	86 27% <sup>f</sup>	25 26% <sup>f</sup>	2 3%	- -	1 30%	1 9%	73 24%	125 22%	167 37% <sup>jl</sup>	99 28%
Don't know	313 16%	33 7%	71 13% <sup>af</sup>	23 19% <sup>adef</sup>	28 9% <sup>f</sup>	8 8%	- -	- -	1 26%	1 12%	126 41%	37 6%	50 11% <sup>j</sup>	61 17% <sup>jk</sup>

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 18

**Q.6 How favourable or unfavourable are you to each of the following?****Scottish National Party (SNP)****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Favourable	196 10%	61 11%ak	12 2%	18 10%ak	8 5%	15 24%abcfgjk	59 99%abcfgjk	2 19%	- -	3 13%	2 4%	16 4%
Unfavourable	923 46%	223 40%d	356 67%bcdfgjk	90 49%djk	63 44%dj	23 36%d	- -	5 41%	3 60%	10 49%	17 27%d	133 36%d
Neither	571 29%	203 36%adk	122 23%d	51 28%d	49 34%ad	18 28%d	1 1%	- -	2 40%	8 38%	16 25%d	102 28%d
Don't know	313 16%	69 12%ad	41 8%	23 13%d	23 16%ad	8 13%d	- -	5 40%	- -	- -	28 44%abcdfg	116 32%abcd g

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 18

**Q.6 How favourable or unfavourable are you to each of the following?**

**Scottish National Party (SNP)**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Favourable	196 10%	82 48% BCDE FGHIJK	8 9%	13 5%	16 9%G	11 6%	9 8%	6 3%	23 9%G	13 5%	7 4%	9 5%
Unfavourable	923 46%	51 30%	49 54%A	112 47%A	79 45%A	93 50%A	42 40%	93 50%A	103 41%A	121 47%A	98 53%AH	82 52%AH
Neither	571 29%	31 18%	20 22%	81 34%A	52 29%A	50 27%	30 29%	52 28%	73 29%A	80 31%A	56 30%A	45 29%
Don't know	313 16%	6 4%	14 15%A	31 13%A	31 17%A	31 17%A	24 23%AJ	36 19%A	54 21%ACJ	44 17%A	23 12%A	21 13%A

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 19

**Q.7 Do you agree or disagree with the following statements?****Overall, Britain is going in the right direction****Base: All respondents**

	Gender		Age						Social Class				Net: Eng- land & Wales	Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)		DE (l)	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Agree	741 37%	416 42% <sup>b</sup>	324 32%	66 27%	99 31%	122 32%	115 34%	130 43% <sup>cde</sup>	209 50% <sup>cde</sup>	243 45% <sup>kl</sup>	227 39% <sup>l</sup>	135 32%	135 30%	692 38%	210 41% <sup>oq</sup>	199 38%	173 34%	110 38%	48 28%
Disagree	919 46%	437 45%	482 47%	127 53% <sup>h</sup>	156 48% <sup>h</sup>	179 47% <sup>h</sup>	164 48% <sup>h</sup>	136 45% <sup>h</sup>	158 37%	218 40%	251 43%	208 49% <sup>i</sup>	242 53% <sup>ij</sup>	823 45%	212 42%	246 47%	243 48%	122 42%	96 57% <sup>mp</sup>
Don't know	343 17%	126 13%	216 21% <sup>a</sup>	48 20% <sup>gh</sup>	67 21% <sup>gh</sup>	79 21% <sup>gh</sup>	60 18% <sup>g</sup>	33 11%	54 13%	83 15%	102 18%	77 18%	81 18%	317 17%	87 17%	84 16%	89 18%	58 20%	25 15%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 19

**Q.7 Do you agree or disagree with the following statements?****Overall, Britain is going in the right direction****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Agree	741 37%	388 78%bcdef	110 20%	48 39%bef	95 30%bef	17 17%	9 15%	2 21%	- -	5 45%	57 19%	379 67%kl	97 21%	113 32%k
Disagree	919 46%	80 16%	335 63%ac	39 32%a	192 60%ac	60 63%ac	44 75%ac	2 25%	4 88%	3 27%	129 42%	149 26%	278 61%jl	171 48%j
Don't know	343 17%	27 5%	90 17%ad	36 29%abdf	30 9%a	19 20%ad	6 10%	4 53%	1 12%	3 28%	120 39%	41 7%	80 18%j	73 20%j

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 19

**Q.7 Do you agree or disagree with the following statements?****Overall, Britain is going in the right direction****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Agree	741 37%	129 23%g	391 74%bcdfgjk	46 26%g	55 39%bdfgjk	6 9%	9 15%	3 28%	- -	2 11%	12 19%	86 23%g
Disagree	919 46%	333 60%acjk	99 19%	118 65%acjk	56 39%a	50 77%abcjk	42 70%acjk	2 18%	5 90%	14 70%	26 40%a	175 48%a
Don't know	343 17%	93 17%af	40 8%	17 9%	32 22%af	9 13%	9 15%	6 54%	1 10%	4 20%	26 40%abcdfg	106 29%abfg

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 19

**Q.7 Do you agree or disagree with the following statements?****Overall, Britain is going in the right direction****Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Agree	741 37%	48 28%	25 27%	85 36%	63 36%	65 35%	39 37%	74 40%	94 37%	116 45%ABE	72 39%	60 38%
Disagree	919 46%	96 57%FGH	48 53%F	112 48%	83 47%	91 49%F	37 35%	79 42%	108 43%	104 41%	85 46%	76 48%
Don't know	343 17%	25 15%	18 20%	39 17%	31 18%	30 16%	29 28%ACE	33 18%	51 20%	36 14%	28 15%	21 13%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 20

**Q.7 Do you agree or disagree with the following statements?****Overall, Britain is going in the wrong direction****Base: All respondents**

	Gender		Age							Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Agree	921 46%	436 44%	485 47%	121 50%h	161 50%h	178 47%h	164 48%h	137 46%h	160 38%	219 40%	249 43%	208 50%i	245 53%ij	824 45%	211 41%	248 47%	240 48%	125 43%	97 57%mp
Disagree	757 38%	425 43%b	332 33%	67 28%	100 31%	126 33%	120 35%	131 44%cde f	214 51%cde f	245 45%kl	235 40%l	139 33%	138 30%	703 38%	211 42%o	204 39%	173 34%	115 40%	54 32%
Don't know	324 16%	119 12%	205 20%a	53 22%gh	61 19%gh	76 20%gh	56 16%gh	31 11%	47 11%	79 15%	97 17%	73 17%	75 16%	305 17%	87 17%	77 15%	91 18%	50 17%	19 11%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 20

**Q.7 Do you agree or disagree with the following statements?****Overall, Britain is going in the wrong direction****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Agree	921 46%	80 16%	333 62%ac	41 33%a	196 62%ac	60 63%ac	44 75%ac	2 25%	4 88%	3 27%	128 42%	145 25%	279 61%jl	178 50%j
Disagree	757 38%	390 79%bcdef	118 22%	49 40%bef	95 30%be	18 18%	10 17%	1 14%	-	6 58%	61 20%	379 67%kl	105 23%	120 34%k
Don't know	324 16%	24 5%	84 16%ad	32 26%abdf	26 8%	18 19%ad	4 8%	5 60%	1 12%	2 15%	117 38%	45 8%	72 16%j	59 17%j

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 20

**Q.7 Do you agree or disagree with the following statements?****Overall, Britain is going in the wrong direction****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Agree	921 46%	332 60%acjk	102 19%	119 66%acjk	55 39%a	51 79%abcjk	43 71%acjk	4 35%	5 90%	14 70%	25 39%a	171 47%a
Disagree	757 38%	139 25%g	392 74%bcdgjk	47 26%g	56 39%bdgjk	6 9%	10 18%	3 24%	-	2 11%	12 19%	89 24%g
Don't know	324 16%	84 15%af	36 7%	15 8%	32 22%af	8 12%	7 11%	5 41%	1 10%	4 20%	26 42%abcdg	107 29%abdfg

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 20

**Q.7 Do you agree or disagree with the following statements?****Overall, Britain is going in the wrong direction****Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Agree	921 46%	97 57% FGH	45 49%	113 48%	82 47%	94 51% I	41 39%	78 42%	108 43%	103 40%	84 45%	76 49%
Disagree	757 38%	54 32%	24 26%	84 36%	65 37%	65 35%	41 39%	78 42% B	99 39%	112 44% AB	75 41% B	60 38%
Don't know	324 16%	19 11%	22 24% AK	39 16%	30 17%	26 14%	24 23% A	31 16%	45 18%	41 16%	26 14%	21 13%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 21

**Q.7 Do you agree or disagree with the following statements?****Ed Miliband is likely to be prime minister after the election****Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Agree	393 20%	232 24% <sup>b</sup>	161 16%	60 25% <sup>egh</sup>	83 26% <sup>egh</sup>	63 17%	69 20%	50 17%	68 16%	102 19%	113 19%	88 21%	90 20%	358 20%	94 18%	102 19%	105 21%	58 20%	36 21%
Disagree	862 43%	448 46% <sup>b</sup>	415 41%	88 36%	121 38%	150 40%	140 41%	139 46% <sup>c</sup>	224 53% <sup>cde</sup>	255 47% <sup>j</sup>	230 40%	188 45%	189 41%	785 43%	220 43%	229 43%	208 41%	127 44%	77 46%
Don't know	746 37%	300 31%	446 44% <sup>a</sup>	93 39%	118 36%	167 44% <sup>h</sup>	129 38% <sup>h</sup>	110 37%	130 31%	185 34%	238 41% <sup>i</sup>	144 34%	179 39%	689 38%	195 38%	198 37%	191 38%	105 36%	57 34%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 21

**Q.7 Do you agree or disagree with the following statements?****Ed Miliband is likely to be prime minister after the election****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Agree	393 20%	24 5%	246 46%acdef	15 13%a	46 15%a	14 15%a	12 20%a	2 22%	2 50%	2 18%	18 6%	42 7%	199 44%jl	67 19%j
Disagree	862 43%	376 76%bcdef	82 15%	60 49%be	174 55%be	30 31%b	26 45%b	6 74%	1 12%	8 75%	83 27%	389 68%kl	84 18%	145 41%k
Don't know	746 37%	95 19%	206 39%ad	47 39%a	97 31%a	52 54%abd	21 36%a	* 5%	2 39%	1 6%	205 67%	138 24%	172 38%j	145 40%j

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 21

**Q.7 Do you agree or disagree with the following statements?****Ed Miliband is likely to be prime minister after the election****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Agree	393 20%	242 44%acdfgjk	30 6%	26 15%a	25 18%ajk	15 23%ajk	10 17%a	2 17%	4 66%	4 17%	3 5%	32 9%
Disagree	862 43%	104 19%	381 72%bcdfgjk	101 56%bgjk	62 44%bj	22 35%b	27 45%b	6 54%	2 34%	8 38%	17 26%	132 36%b
Don't know	746 37%	209 38%a	119 23%	54 30%	55 39%a	27 42%a	23 38%a	3 28%	-	9 45%	44 69%abcdfg	202 55%abcdf

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 21

**Q.7 Do you agree or disagree with the following statements?****Ed Miliband is likely to be prime minister after the election****Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Agree	393 20%	36 21%	25 28%DGI	52 22%	28 16%	35 19%	17 16%	29 15%	52 21%	41 16%	41 22%	38 24%
Disagree	862 43%	77 46%	33 37%	103 44%	72 41%	85 46%	53 50%H	78 42%	95 38%	125 49%H	74 40%	66 42%
Don't know	746 37%	57 34%	33 36%	81 34%	78 44%	66 36%	36 34%	80 43%	105 42%	90 35%	69 37%	52 33%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Absolutes/col percents

Table 22

**Q.7 Do you agree or disagree with the following statements?**  
**David Cameron is likely to be prime minister after the election**  
**Base: All respondents**

	Gender			Age						Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Agree	651 33%	367 37% <sup>b</sup>	283 28%	68 28%	95 29%	106 28%	102 30%	104 35%	175 42% <sup>cde</sup> f	198 36% <sup>l</sup>	185 32%	139 33%	129 28%	601 33%	177 35%	168 32%	161 32%	95 33%	50 29%
Disagree	605 30%	295 30%	310 30%	94 39% <sup>egh</sup>	109 34% <sup>e</sup>	96 25%	109 32%	86 29%	111 26%	147 27%	156 27%	145 35% <sup>ij</sup>	157 34% <sup>ij</sup>	541 30%	129 25%	156 29%	167 33% <sup>m</sup>	89 31%	64 38% <sup>m</sup>
Don't know	746 37%	317 32%	429 42% <sup>a</sup>	79 33%	118 37%	177 47% <sup>cdf</sup> gh	128 38%	109 36%	135 32%	198 37%	239 41% <sup>k</sup>	136 32%	173 38%	690 38%	203 40%	205 39%	176 35%	106 37%	56 33%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 22

**Q.7 Do you agree or disagree with the following statements?**  
**David Cameron is likely to be prime minister after the election**  
**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Agree	651 33%	340 69%bcdef	63 12%	47 38%be	110 35%be	13 13%	14 25%b	4 47%	-	5 53%	45 15%	331 58%kl	68 15%	108 30%k
Disagree	605 30%	28 6%	290 54%acd	29 24%a	101 32%a	45 47%acd	26 45%ac	4 49%	4 74%	3 28%	57 19%	61 11%	247 54%jl	112 31%j
Don't know	746 37%	127 26%	182 34%a	47 38%a	107 34%a	39 40%a	18 30%	* 5%	1 26%	2 19%	204 67%	178 31%	140 31%	137 38%jk

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 22

**Q.7 Do you agree or disagree with the following statements?**  
**David Cameron is likely to be prime minister after the election**  
**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Agree	651 33%	79 14%	340 64%bcdfgjk	55 30%bgj	55 38%bgjk	5 8%	13 22%	4 32%	- -	7 34%	7 11%	86 23%bg
Disagree	605 30%	299 54%acfjk	34 6%	69 38%ajk	40 28%a	38 59%acfjk	27 45%acjk	3 30%	4 76%	4 21%a	13 21%a	73 20%a
Don't know	746 37%	177 32%	156 29%	58 32%	49 34%	21 33%	20 33%	4 38%	1 24%	9 45%	43 68%abcdfg	208 57%abcdfg

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 22

**Q.7 Do you agree or disagree with the following statements?**  
**David Cameron is likely to be prime minister after the election**  
**Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Agree	651 33%	50 29%	24 26%	88 37%	49 28%	60 32%	40 38%	61 33%	79 31%	97 38%D	55 30%	48 31%
Disagree	605 30%	64 38%GHI	36 40%GHI	75 32%	56 32%	57 31%	31 30%	45 24%	66 26%	63 25%	57 31%	54 34%I
Don't know	746 37%	56 33%	31 34%	73 31%	72 41%	69 37%	34 33%	81 44%C	106 42%C	96 37%	72 39%	55 35%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 23

**Q.7 Do you agree or disagree with the following statements?****If Labour win the next general election, I expect that I would pay more tax than if the Conservatives win it****Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Agree	678 34%	407 42% <sup>b</sup>	271 27%	39 16%	81 25% <sup>c</sup>	106 28% <sup>c</sup>	120 35% <sup>cde</sup>	136 46% <sup>cde</sup>	196 47% <sup>cde</sup>	224 41% <sup>kl</sup>	210 36% <sup>kl</sup>	116 28%	128 28%	632 34%	202 40% <sup>noq</sup>	173 33%	156 31%	101 35%	46 27%
Disagree	622 31%	307 31%	315 31%	91 38% <sup>gh</sup>	124 38% <sup>gh</sup>	115 30%	112 33% <sup>h</sup>	78 26%	102 24%	156 29%	159 27%	145 35% <sup>ij</sup>	162 35% <sup>ij</sup>	564 31%	126 25%	164 31% <sup>m</sup>	171 34% <sup>m</sup>	102 35% <sup>m</sup>	58 34% <sup>m</sup>
Don't know	702 35%	265 27%	436 43% <sup>a</sup>	110 46% <sup>fgh</sup>	118 37%	159 42% <sup>fgh</sup>	107 32%	85 28%	123 29%	163 30%	212 36% <sup>i</sup>	159 38% <sup>i</sup>	168 37% <sup>i</sup>	636 35%	180 35%	192 36%	177 35%	87 30%	65 38%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 23

**Q.7 Do you agree or disagree with the following statements?****If Labour win the next general election, I expect that I would pay more tax than if the Conservatives win it****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Agree	678 34%	330 67%bcdef	87 16%	30 25%	126 40%bce	16 17%	14 24%	2 29%	1 13%	5 51%	59 19%	360 63%kl	80 18%	105 30%k
Disagree	622 31%	56 11%	313 59%acdef	37 30%a	90 28%a	37 38%a	18 31%a	3 44%	4 75%	2 20%	47 15%	78 14%	248 54%jl	122 34%j
Don't know	702 35%	108 22%	135 25%	55 45%abd	101 32%a	43 45%abd	26 45%ab	2 27%	1 12%	3 29%	200 65%	132 23%	127 28%	130 36%jk

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 23

**Q.7 Do you agree or disagree with the following statements?****If Labour win the next general election, I expect that I would pay more tax than if the Conservatives win it****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Agree	678 34%	94 17%	345 65%bcdfgjk	70 38%bdgjk	41 29%b	13 20%	11 18%	3 27%	1 10%	4 22%	9 14%	87 24%b
Disagree	622 31%	300 54%acdfjk	64 12%	57 32%ajk	56 39%ajk	29 45%ajk	21 35%ajk	4 33%	4 66%	10 50%	3 4%	74 20%aj
Don't know	702 35%	161 29%a	122 23%	54 30%	46 32%a	23 35%a	28 47%abf	5 40%	1 24%	6 27%	52 82%abcdfgk	206 56%abcfg

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 23

**Q.7 Do you agree or disagree with the following statements?****If Labour win the next general election, I expect that I would pay more tax than if the Conservatives win it****Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Agree	678 34%	46 27%	31 34%	69 29%	56 32%	60 32%	35 33%	66 35%	96 38%	107 42%ACK	66 36%	47 30%
Disagree	622 31%	58 34% <sup>l</sup>	35 39% <sup>l</sup>	81 34% <sup>l</sup>	55 31%	63 34% <sup>l</sup>	39 37% <sup>l</sup>	51 27%	68 27%	59 23%	64 35% <sup>l</sup>	51 32%
Don't know	702 35%	65 38%	25 28%	86 36%	67 38%	63 34%	32 30%	70 37%	89 35%	91 36%	55 30%	59 38%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 24

**Q.7 Do you agree or disagree with the following statements?****If the Conservatives win the next general election, I expect that I would pay more tax than if Labour win it****Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Agree	582 29%	293 30%	290 28%	78 32%	110 34% <sup>gh</sup>	107 28%	106 31%	77 26%	105 25%	131 24%	138 24%	156 37% <sup>ij</sup>	157 34% <sup>ij</sup>	525 29%	115 23%	154 29% <sup>m</sup>	166 33% <sup>m</sup>	90 31% <sup>m</sup>	57 34% <sup>m</sup>
Disagree	732 37%	418 43% <sup>b</sup>	314 31%	61 25%	96 30%	111 29%	131 39% <sup>cde</sup>	138 46% <sup>cde</sup>	196 46% <sup>cde</sup>	239 44% <sup>kl</sup>	228 39% <sup>kl</sup>	130 31%	135 29%	676 37%	217 43% <sup>no</sup>	189 36%	160 32%	110 38%	56 33%
Don't know	688 34%	269 27%	419 41% <sup>a</sup>	103 43% <sup>fgh</sup>	117 36%	162 43% <sup>fgh</sup>	102 30%	85 28%	120 29%	173 32%	214 37%	135 32%	166 36%	631 34%	177 35%	186 35%	179 35%	90 31%	57 34%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 24

**Q.7 Do you agree or disagree with the following statements?****If the Conservatives win the next general election, I expect that I would pay more tax than if Labour win it****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Agree	582 29%	45 9%	271 51%acde	34 28%a	93 29%a	35 36%a	22 37%a	4 54%	2 43%	1 12%	54 18%	62 11%	231 51%jl	123 35%j
Disagree	732 37%	333 67%bcdef	130 24%	43 35%be	122 38%bef	18 18%	12 20%	2 31%	2 33%	5 52%	63 21%	362 64%kl	101 22%	114 32%k
Don't know	688 34%	117 24%	134 25%	46 37%ab	102 32%ab	44 46%abd	25 43%ab	1 15%	1 25%	4 36%	188 62%	145 26%	123 27%	120 34%j

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 24

**Q.7 Do you agree or disagree with the following statements?****If the Conservatives win the next general election, I expect that I would pay more tax than if Labour win it****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Agree	582 29%	269 49%acfjk	53 10%	61 34%ajk	46 32%aj	27 43%ajk	24 40%ajk	7 64%	1 16%	4 22%	6 10%	83 23%aj
Disagree	732 37%	133 24%	349 66%bcdgjk	64 35%bdjk	53 37%bdjk	14 22%	10 17%	2 21%	3 50%	8 40%	12 18%	84 23%
Don't know	688 34%	153 28%	129 24%	57 31%	44 31%	23 35%	26 43%ab	2 14%	2 34%	8 38%	46 72%abcdgk	200 54%abcfg

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 24

**Q.7 Do you agree or disagree with the following statements?****If the Conservatives win the next general election, I expect that I would pay more tax than if Labour win it****Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Agree	582 29%	57 34% <sup>l</sup>	37 41% <sup>GHI</sup>	75 32% <sup>l</sup>	53 30% <sup>l</sup>	62 33% <sup>l</sup>	36 34% <sup>l</sup>	49 26%	68 27% <sup>l</sup>	47 18%	54 29% <sup>l</sup>	44 28% <sup>l</sup>
Disagree	732 37%	56 33%	27 29%	74 31%	59 33%	61 33%	35 33%	71 38%	97 39%	120 47% <sup>ABC</sup> DEFK	75 41%	57 36%
Don't know	688 34%	57 34%	27 30%	86 37%	65 37%	63 34%	35 33%	67 36%	87 34%	90 35%	55 30%	56 36%

**Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 25

**Q.7 Do you agree or disagree with the following statements?****Given the current state of the government's finances, the Government can slow the pace of cuts to public spending****Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Agree	867 43%	464 47% <sup>b</sup>	403 39%	76 32%	135 42% <sup>c</sup>	138 36%	154 45% <sup>ce</sup>	144 48% <sup>ce</sup>	219 52% <sup>cde</sup>	231 43%	241 42%	171 41%	224 49% <sup>j</sup>	784 43%	198 39%	226 43%	235 47% <sup>m</sup>	124 43%	83 49%
Disagree	447 22%	259 26% <sup>b</sup>	188 18%	56 23%	65 20%	70 19%	67 20%	80 27% <sup>ef</sup>	110 26% <sup>ef</sup>	167 31% <sup>ijkl</sup>	127 22% <sup>l</sup>	83 20%	70 15%	425 23%	128 25% <sup>q</sup>	123 23% <sup>q</sup>	98 19%	76 26% <sup>oq</sup>	23 13%
Don't know	688 34%	256 26%	431 42% <sup>a</sup>	109 45% <sup>fgh</sup>	122 38% <sup>gh</sup>	171 45% <sup>fgh</sup>	118 35% <sup>gh</sup>	75 25%	92 22%	144 27%	212 37% <sup>i</sup>	166 40% <sup>i</sup>	165 36% <sup>i</sup>	624 34%	183 36%	180 34%	171 34%	89 31%	64 38%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 25

**Q.7 Do you agree or disagree with the following statements?****Given the current state of the government's finances, the Government can slow the pace of cuts to public spending****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Agree	867 43%	166 34%	331 62%acde	53 43%	138 43%a	48 50%a	32 54%a	5 64%	3 63%	2 22%	75 24%	181 32%	266 58%j	182 51%j
Disagree	447 22%	207 42%bcdef	60 11%	20 16%	94 30%bcef	13 13%	3 6%	3 36%	1 11%	5 46%	33 11%	234 41%kl	58 13%	61 17%
Don't know	688 34%	122 25%	143 27%	50 41%abd	86 27%	35 36%a	23 40%a	-	1 26%	3 32%	198 65%	154 27%	131 29%	114 32%

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 25

**Q.7 Do you agree or disagree with the following statements?****Given the current state of the government's finances, the Government can slow the pace of cuts to public spending****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser- vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Agree	867 43%	336 61%acfjk	169 32%j	79 44%ajk	67 47%ajk	36 57%ajk	34 57%ajk	8 68%	3 45%	11 56%	9 15%	114 31%j
Disagree	447 22%	68 12%	223 42%bcdgjk	55 30%bcdgjk	25 17%	9 13%	5 8%	2 19%	-	3 13%	10 16%	48 13%
Don't know	688 34%	151 27%	138 26%	47 26%	51 35%a	19 30%	21 35%	2 13%	3 55%	6 31%	44 70%abcdfg	205 56%abcdfg

**Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 25

**Q.7 Do you agree or disagree with the following statements?**

Given the current state of the government's finances, the Government can slow the pace of cuts to public spending

Base: All respondents

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Agree	867 43%	83 49% <sup>l</sup>	33 36%	113 48% <sup>l</sup>	89 50% <sup>BI</sup>	74 40%	45 43%	86 46%	103 41%	95 37%	79 43%	66 42%
Disagree	447 22%	23 13%	23 26% <sup>A</sup>	42 18%	33 18%	49 27% <sup>AC</sup>	31 29% <sup>AC</sup>	37 20%	66 26% <sup>AC</sup>	61 24% <sup>A</sup>	46 25% <sup>A</sup>	36 23%
Don't know	688 34%	64 38%	35 39%	81 34%	55 31%	62 33%	30 28%	64 34%	83 33%	100 39%	60 32%	55 35%

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 26

**Q.7 Do you agree or disagree with the following statements?****The Conservatives are right to say that substantial additional savings can be made by cutting the amount spent on welfare benefits****Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2002	951	1051	202	260	369	385	330	456	767	521	277	437	1852	525	544	491	292	150
Weighted base	2002	980	1022	241	322	380	339	299	421	543	580	420	459	1832	509	529	504	290	170
Agree	815 41%	449 46%b	366 36%	66 27%	112 35%	149 39%c	128 38%c	136 46%cd	224 53%cde f	259 48%ij	241 42%l	171 41%l	143 31%	756 41%	232 46%oq	211 40%	184 36%	129 45%o	59 35%
Disagree	714 36%	357 36%	357 35%	82 34%	113 35%	119 31%	145 43%eh	116 39%	139 33%	176 32%	191 33%	135 32%	213 46%ijk	635 35%	155 30%	185 35%	197 39%m	98 34%	79 46%mp
Don't know	474 24%	175 18%	299 29%a	93 38%fgh	97 30%fgh	112 29%fgh	67 20%h	47 16%	58 14%	108 20%	149 26%i	115 27%i	102 22%	441 24%	122 24%	134 25%	124 25%	62 21%	32 19%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

**\*\* very small base (under 30) ineligible for sig testing**

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 26

**Q.7 Do you agree or disagree with the following statements?****The Conservatives are right to say that substantial additional savings can be made by cutting the amount spent on welfare benefits****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)											Voted in 2010 General Election		
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2002	517	541	117	312	98	54	9	7	11	295	598	468	346
Weighted base	2002	495	535	123*	317	96*	58*	8**	5**	10**	306	569	455	357
Agree	815 41%	396 80%bcdef	105 20%	39 32%be	165 52%bcef	17 17%	11 19%	2 20%	1 15%	3 32%	75 25%	429 75%kl	90 20%	121 34%k
Disagree	714 36%	41 8%	328 61%acd	46 37%a	100 31%a	56 58%acd	40 68%acd	6 80%	4 74%	6 58%	73 24%	69 12%	272 60%jl	157 44%j
Don't know	474 24%	58 12%	102 19%a	38 31%abdf	53 17%	24 25%a	8 13%	-	1 12%	1 11%	158 52%	71 13%	94 21%j	80 22%j

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i - j/k/l**

\* small base; \*\* very small base (under 30) ineligible for sig testing

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 26

**Q.7 Do you agree or disagree with the following statements?****The Conservatives are right to say that substantial additional savings can be made by cutting the amount spent on welfare benefits****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour (b)	Conser -vative (a)	UKIP (f)	Lib Dem (c)	Green (g)	SNP (d)	Plaid Cymru (e)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2002	555	556	174	142	68	53	12	6	22	61	353
Weighted base	2002	555	530	182	143	64*	60*	11**	6**	20**	64*	367
Agree	815 41%	117 21%	422 80%bcdgjk	77 43%bdgjk	55 39%bdgj	8 12%	10 16%	1 7%	3 55%	3 13%	12 18%	107 29%bg
Disagree	714 36%	327 59%acfjk	43 8%	65 36%a	57 40%ajk	44 69%acfjk	42 70%acfjk	9 75%	2 35%	12 60%	14 23%a	99 27%a
Don't know	474 24%	111 20%a	65 12%	39 21%a	31 22%a	12 19%	8 13%	2 18%	1 10%	5 27%	38 59%abcdgk	161 44%abcd g

**Proportions/Mean: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h/i/j/k**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th March 2015**

Absolutes/col percents

Table 26

**Q.7 Do you agree or disagree with the following statements?****The Conservatives are right to say that substantial additional savings can be made by cutting the amount spent on welfare benefits****Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2002	150	94	223	174	192	104	186	250	275	188	166
Weighted base	2002	170	91*	236	177	185	105*	187	252	257	184	157
Agree	815 41%	59 35%	34 38%	78 33%	71 40%	83 45%CK	36 34%	78 42%	113 45%CK	120 47%ACF K	94 51%ACF K	50 32%
Disagree	714 36%	79 46%EGH IJ	32 35%	102 43%EHI J	63 36%	59 32%	43 40%	64 34%	81 32%	74 29%	56 30%	62 39%I
Don't know	474 24%	32 19%	25 27%	56 24%	43 24%	43 23%	27 26%	45 24%	59 23%	63 24%	35 19%	46 29%J

**Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F/G/H/I/J/K/L**

**\* small base; \*\* very small base (under 30) ineligible for sig testing**

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th March 2015

Weighting table

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2002	2002
Weighted base	2002	2002
Conservative	579 29%	569 28%
Labour	451 23%	455 23%
Liberal Democrat	331 17%	357 18%
Other	177 9%	156 8%
Did not vote	370 18%	370 18%
Don't remember	47 2%	47 2%
Refused	48 2%	48 2%