

# ComRes Published Voting Intention Figures

	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent
	15 <sup>th</sup> June	20 <sup>th</sup> May	18 <sup>th</sup> May	15 <sup>th</sup> April	13 <sup>th</sup> April	25 <sup>th</sup> March
Conservative	32%	30%	29%	30%	29%	31%
Labour	34%	35%	33%	36%	35%	36%
Liberal Democrat	7%	8%	8%	9%	7%	9%
UKIP	18%	14%	19%	12%	20%	11%
Other	9%	13%	11%	13%	9%	13%

## METHODOLOGY NOTE

ComRes interviewed 2,034 GB adults online between 11th and 13th June 2014. Data were weighted to be 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 June 2014

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				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Conservative	600	314	287	31	67	103	100	110	190	179	178	133	110	570	189	189	118	74	31
	30%	32%	28%	13%	21%	27%	29%	36%	44%	32%	30%	31%	24%	31%	36%	35%	23%	25%	17%
Labour	479	266	213	63	84	110	85	57	78	121	130	100	128	441	120	95	160	67	38
	24%	27%	21%	26%	26%	29%	25%	19%	18%	22%	22%	23%	27%	24%	23%	18%	32%	23%	21%
Liberal Democrat	381	179	202	35	69	69	63	61	84	122	107	76	75	353	92	100	97	64	27
	19%	18%	19%	14%	21%	18%	18%	20%	20%	22%	18%	18%	16%	19%	18%	19%	19%	22%	15%
Other	161	79	82	4	21	22	39	35	41	34	55	31	41	108	32	31	20	26	53
	8%	8%	8%	2%	6%	6%	11%	11%	10%	6%	9%	7%	9%	6%	6%	6%	4%	9%	30%
Did not vote	320	123	197	97	63	59	45	31	26	71	96	63	90	297	62	89	93	53	23
	16%	12%	19%	40%	19%	15%	13%	10%	6%	13%	16%	15%	19%	16%	12%	17%	18%	18%	13%
Don't remember	48	12	36	8	11	10	7	7	5	14	15	9	10	44	12	21	10	2	4
	2%	1%	3%	3%	3%	2%	2%	2%	1%	3%	3%	2%	2%	2%	2%	4%	2%	1%	2%
Refused	45	22	23	5	10	12	7	6	5	9	8	16	12	44	11	15	9	9	1
	2%	2%	2%	2%	3%	3%	2%	2%	1%	2%	1%	4%	3%	2%	2%	3%	2%	3%	1%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

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	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Conservative	600 30%	410 79%	28 5%	2 2%	106 36%	10 15%	1 2%	- -	2 19%	1 12%	49 15%	600 100%	- -	- -
Labour	479 24%	19 4%	387 68%	5 5%	29 10%	7 10%	6 12%	2 15%	1 10%	1 14%	16 5%	- -	479 100%	- -
Liberal Democrat	381 19%	41 8%	96 17%	104 90%	49 17%	27 39%	2 3%	- -	* 4%	1 16%	74 22%	- -	- -	381 100%
Other	161 8%	5 1%	9 2%	- -	66 23%	14 20%	42 81%	8 75%	7 59%	3 41%	7 2%	- -	- -	- -
Did not vote	320 16%	38 7%	47 8%	3 3%	29 10%	8 12%	1 2%	1 10%	- -	- -	121 36%	- -	- -	- -
Don't remember	48 2%	4 1%	5 1%	- -	8 3%	1 2%	- -	- -	1 9%	1 17%	28 8%	- -	- -	- -
Refused	45 2%	1 *	- -	- -	4 2%	2 3%	- -	- -	- -	- -	37 11%	- -	- -	- -

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

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	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Conservative	600 30%	28 5%	433 84%	49 28%	3 2%	4 8%	1 2%	-	1 9%	8 26%	2 3%	71 17%
Labour	479 24%	388 68%	10 2%	13 7%	5 4%	10 17%	5 11%	2 20%	-	1 4%	2 5%	43 10%
Liberal Democrat	381 19%	68 12%	29 6%	27 15%	125 87%	15 27%	1 3%	-	-	7 20%	6 11%	103 25%
Other	161 8%	13 2%	8 2%	52 30%	-	14 25%	40 81%	8 80%	6 60%	7 21%	-	12 3%
Did not vote	320 16%	67 12%	34 7%	24 13%	11 7%	10 18%	2 3%	-	3 30%	9 26%	10 20%	152 36%
Don't remember	48 2%	5 1%	1 *	8 4%	-	3 5%	-	-	-	-	2 4%	30 7%
Refused	45 2%	1 *	1 *	3 2%	1 1%	-	-	-	-	1 2%	29 58%	8 2%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Conservative	600 30%	31 17%	14 16%	59 25%	45 25%	70 38%ABC DF	19 18%	69 36%ABC F	90 35%ABC DF	99 38%ABC DF	55 30%AB	50 31%ABF
Labour	479 24%	38 21%G	34 37%AEG IJK	73 31%GIJ K	53 30%GIK	47 25%GI	31 29%GIK	21 11%	76 30%GIJ K	44 17%	36 19%	26 17%
Liberal Democrat	381 19%	27 15%	15 16%	43 18%	39 22%	25 13%	19 18%	42 22%	42 16%	50 19%	45 24%E	32 20%
Other	161 8%	53 30%BCDE FGHIJK	3 4%	9 4%	8 4%	12 6%	15 14%BCDG HJK	11 6%	8 3%	23 9%CH	11 6%	7 5%
Did not vote	320 16%	23 13%	19 21%H	44 19%H	30 17%	26 14%	20 19%H	36 19%H	25 10%	37 14%	33 17%H	27 17%
Don't remember	48 2%	4 2%	3 3%	5 2%	3 1%	4 2%	1 1%	6 3%	9 3%	3 1%	1 *	11 7%CDEFIJ
Refused	45 2%	1 1%	3 3%	5 2%	1 1%	3 2%	2 2%	7 4%	4 2%	7 3%	7 4%	4 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 June 2014

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	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190	
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177	
Absolutely certain to vote	(10)	1152	612	540	80	135	197	222	201	317	333	335	221	262	1037	284	272	306	174	115
		57%	61%	52%	33%	41%	51%	64%	66%	74%	61%	57%	52%	56%	56%	55%	51%	60%	59%	65%
	(9)	262	139	123	27	52	55	42	33	52	74	51	62	241	82	71	50	39	21	
		13%	14%	12%	11%	16%	14%	12%	11%	12%	13%	12%	13%	13%	16%	13%	10%	13%	12%	
	(8)	191	73	117	36	43	37	27	25	23	49	54	51	36	175	54	57	36	28	16
		9%	7%	11%	15%	13%	10%	8%	8%	5%	9%	9%	12%	8%	9%	10%	11%	7%	9%	9%
	(7)	88	41	47	18	22	17	10	14	7	22	20	21	25	86	25	36	20	5	3
		4%	4%	5%	7%	7%	4%	3%	5%	2%	4%	3%	5%	5%	5%	5%	7%	4%	2%	1%
	(6)	50	14	35	18	9	15	2	2	3	17	12	9	11	49	14	20	8	6	1
		2%	1%	3%	8%	3%	4%	1%	1%	1%	3%	2%	2%	2%	3%	3%	4%	2%	2%	*
	(5)	54	24	30	18	12	7	7	7	2	6	16	21	11	49	14	19	11	4	6
		3%	2%	3%	8%	4%	2%	2%	2%	1%	1%	3%	5%	2%	3%	3%	4%	2%	1%	3%
	(4)	19	8	11	3	6	3	5	2	-	5	6	4	4	19	6	7	6	1	-
		1%	1%	1%	1%	2%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	*	-
	(3)	19	3	15	6	3	1	4	4	1	4	8	2	4	19	4	5	7	3	-
		1%	*	1%	2%	1%	*	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	1%	1%	-
	(2)	30	13	18	5	2	9	5	4	5	5	12	7	6	29	7	9	8	6	1
		1%	1%	2%	2%	*	2%	1%	1%	1%	1%	2%	2%	1%	2%	1%	2%	1%	2%	1%
Certain not to vote	(1)	88	43	45	10	25	21	10	8	14	15	32	10	31	82	18	18	27	19	6
		4%	4%	4%	4%	8%	5%	3%	3%	3%	3%	5%	2%	7%	4%	3%	3%	5%	6%	3%
Refused		7	3	4	-	2	3	2	-	1	2	1	1	3	7	2	2	3	-	1
		*	*	*	-	*	1%	1%	-	*	*	*	*	1%	*	*	*	1%	-	1%
Don't know		74	22	52	21	15	20	10	5	3	17	20	27	10	65	8	22	25	9	9
		4%	2%	5%	9%	5%	5%	3%	1%	1%	3%	3%	6%	2%	4%	2%	4%	5%	3%	5%
Mean		8.64	8.82	8.46	7.72	8.07	8.44	8.94	8.93	9.25	8.92	8.52	8.63	8.46	8.60	8.69	8.49	8.62	8.62	9.07
Standard deviation		2.38	2.27	2.46	2.56	2.68	2.55	2.15	2.14	1.93	2.03	2.57	2.18	2.63	2.40	2.22	2.32	2.55	2.59	2.03
Standard error		0.05	0.07	0.08	0.23	0.16	0.14	0.11	0.12	0.09	0.07	0.11	0.14	0.12	0.06	0.10	0.10	0.11	0.16	0.15

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

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	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Absolutely certain to vote	(10) 1152 57%	350 68%	360 63%	71 62%	212 73%	41 59%	42 82%	8 79%	8 65%	5 59%	85 26%	394 66%	307 64%	234 61%
	(9) 262 13%	81 16%	93 16%	17 15%	39 13%	12 17%	3 6%	- -	2 18%	1 16%	23 7%	87 15%	84 18%	55 14%
	(8) 191 9%	56 11%	54 10%	14 12%	21 7%	6 9%	6 12%	1 11%	1 8%	1 16%	38 11%	67 11%	39 8%	37 10%
	(7) 88 4%	17 3%	28 5%	10 9%	11 4%	5 8%	- -	1 10%	- -	- -	21 6%	16 3%	23 5%	22 6%
	(6) 50 2%	7 1%	17 3%	2 2%	5 2%	- -	- -	- -	1 9%	- -	17 5%	6 1%	6 1%	8 2%
	(5) 54 3%	6 1%	20 3%	1 1%	3 1%	5 8%	- -	- -	- -	1 10%	21 6%	11 2%	7 1%	8 2%
	(4) 19 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 2%	- -	3 1%	2 1%
	(3) 19 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 2%	1 *	- -	4 1%
	(2) 30 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	13 4%	1 *	1 *	2 *
Certain not to vote	(1) 88 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	50 15%	5 1%	1 *	4 1%
Refused	7 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 2%	- -	- -	- -
Don't know	74 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	49 15%	12 2%	9 2%	5 1%
Mean	8.64	9.41	9.21	9.24	9.48	9.04	9.71	9.48	9.31	9.05	6.57	9.30	9.32	9.05
Standard deviation	2.38	1.03	1.31	1.14	1.03	1.49	0.67	1.09	1.25	1.61	3.39	1.37	1.25	1.69
Standard error	0.05	0.04	0.05	0.10	0.06	0.17	0.09	0.33	0.36	0.49	0.21	0.06	0.06	0.09

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Absolutes/col percents

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**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	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Absolutely certain to vote	(10) 1152 57%	345 61%	349 68%	123 70%	85 59%	33 59%	38 78%	10 100%	10 91%	14 44%	22 43%	123 29%
	(9) 262 13%	84 15%	75 15%	16 9%	22 15%	8 14%	2 5%	- -	- -	4 13%	3 6%	47 11%
	(8) 191 9%	46 8%	51 10%	16 9%	13 9%	4 7%	6 13%	- -	1 9%	1 3%	7 13%	46 11%
	(7) 88 4%	22 4%	13 3%	7 4%	11 8%	3 6%	- -	- -	- -	3 8%	1 2%	28 7%
	(6) 50 2%	16 3%	7 1%	3 1%	2 2%	- -	- -	- -	- -	1 4%	1 3%	19 5%
	(5) 54 3%	17 3%	7 1%	3 2%	1 *	3 6%	- -	- -	- -	* 1%	4 8%	19 5%
	(4) 19 1%	5 1%	- *	2 1%	2 1%	1 3%	- -	- -	- -	- -	- -	9 2%
	(3) 19 1%	5 1%	1 *	- -	1 1%	1 1%	- -	- -	- -	- -	* 1%	11 3%
	(2) 30 1%	8 1%	1 *	2 1%	3 2%	2 4%	- -	- -	- -	1 2%	1 1%	13 3%
Certain not to vote	(1) 88 4%	11 2%	5 1%	4 2%	1 1%	- -	- -	- -	- -	8 24%	5 9%	54 13%
Refused	7 *	- -	1 *	1 *	- -	- -	- -	- -	- -	- -	5 9%	1 *
Don't know	74 4%	11 2%	5 1%	1 *	3 2%	* 1%	2 5%	- -	- -	- -	2 5%	50 12%
Mean	8.64	8.89	9.33	9.12	8.98	8.69	9.68	10.00	9.83	7.01	7.86	6.98
Standard deviation	2.38	2.03	1.40	1.90	1.81	2.19	0.70	*	0.59	3.78	3.00	3.28
Standard error	0.05	0.08	0.06	0.15	0.15	0.29	0.10	*	0.20	0.67	0.47	0.18



## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

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	2034	190	105	237	176	200	104	178	258	273	162	151	
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159	
Absolutely certain to vote	(10)	1152 57%	115 65%EG	54 59%	140 59%	113 63%EG	94 50%	64 59%	93 49%	141 56%	143 54%	111 59%	85 54%
	(9)	262 13%	21 12%	5 5%	26 11%	18 10%	28 15%B	11 10%	25 13%	44 17%B	38 14%B	28 15%B	17 11%
	(8)	191 9%	16 9%	11 12%	15 6%	11 6%	24 13%CD	10 9%	19 10%	27 11%	27 10%	18 9%	14 9%
	(7)	88 4%	3 1%	6 7%AJ	6 3%	8 4%	12 6%AJ	3 2%	16 8%ACIJ	18 7%ACIJ	7 3%	2 1%	8 5%
	(6)	50 2%	1 *	3 3%	4 2%	1 1%	3 2%	2 2%	6 3%	9 3%	6 2%	4 2%	11 7%ACDEI
	(5)	54 3%	6 3%J	2 3%J	3 1%	6 3%J	8 4%J	4 4%J	8 4%J	3 1%	11 4%J	-	3 2%
	(4)	19 1%	-	1 1%	3 1%	2 1%	1 *	1 1%	4 2%	-	6 2%H	-	2 1%
	(3)	19 1%	-	-	5 2%	2 1%	3 1%	1 1%	1 1%	1 *	3 1%	2 1%	1 1%
	(2)	30 1%	1 1%	-	4 2%	4 2%	3 1%	1 1%	3 2%	2 1%	4 2%	5 3%	4 2%
Certain not to vote	(1)	88 4%	6 3%	4 4%	16 7%H	7 4%	6 3%	8 7%	8 4%	6 2%	12 4%	11 6%	4 2%
Refused		7 *	1 1%	1 1%	2 1%	-	1 *	-	1 1%	1 *	1 *	-	-
Don't know		74 4%	9 5%H	5 5%H	14 6%H	7 4%	5 3%	4 3%	7 4%	3 1%	6 2%	6 3%	10 6%H
Mean		8.64	9.07CE GI	8.73	8.49	8.73	8.56	8.51	8.35	8.87G	8.50	8.68	8.57
Standard deviation		2.38	2.03	2.21	2.76	2.43	2.24	2.66	2.43	1.91	2.48	2.56	2.30
Standard error		0.05	0.15	0.22	0.18	0.19	0.16	0.27	0.19	0.12	0.15	0.20	0.19

**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 June 2014

Absolutes/col percents

Table 3

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

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

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1815	925	890	114	240	318	367	315	461	707	458	228	422	1642	484	478	450	230	173
Weighted base	1797	904	893	198	273	328	310	283	405	502	512	375	407	1636	473	476	432	256	160
Labour	522 29%	275 30%	247 28%	77 39%	100 37%	118 36%	88 28%	68 24%	71 18%	143 28%	146 29%	115 31%	117 29%	476 29%	125 26%	111 23%	166 39%	74 29%	46 29%
Conservative	463 26%	243 27%	220 25%	35 18%	53 19%	84 26%	78 25%	70 25%	144 35%	151 30%	148 29%	82 22%	82 20%	442 27%	145 31%	137 29%	88 20%	73 28%	21 13%
UKIP	285 16%	156 17%	129 14%	13 7%	31 11%	35 11%	54 17%	60 21%	92 23%	62 12%	65 13%	66 18%	92 23%	279 17%	76 16%	87 18%	77 18%	38 15%	6 4%
Lib Dem	98 5%	57 6%	41 5%	10 5%	18 7%	15 5%	12 4%	15 5%	27 7%	40 8%	21 4%	12 3%	26 6%	90 6%	27 6%	23 5%	15 3%	25 10%	7 5%
Green	63 4%	29 3%	34 4%	7 3%	15 5%	9 3%	10 3%	14 5%	8 2%	17 3%	28 5%	3 1%	15 4%	59 4%	23 5%	13 3%	14 3%	9 4%	4 2%
SNP	51 3%	26 3%	25 3%	1 *	6 2%	5 1%	18 6%	9 3%	13 3%	12 2%	17 3%	13 4%	10 2%	- -	- -	- -	- -	- -	51 32%
BNP	10 1%	5 1%	5 1%	- -	2 1%	3 1%	3 1%	2 1%	- -	* -	5 1%	1 *	3 1%	10 1%	2 *	1 *	4 1%	2 1%	- -
Plaid Cymru	9 1%	6 1%	3 *	2 1%	1 *	2 1%	2 1%	1 *	2 *	5 1%	2 *	2 *	1 *	9 1%	- -	- -	- -	9 4%	- -
Other	6 *	5 *	1 *	- -	1 *	1 *	1 *	- -	3 1%	2 *	3 1%	1 *	1 *	6 *	1 *	5 1%	- -	- -	- -
Refused	31 2%	13 1%	18 2%	8 4%	6 2%	5 2%	3 1%	6 2%	2 1%	9 2%	5 1%	11 3%	6 2%	30 2%	10 2%	7 2%	7 2%	6 2%	1 1%
Don't know	258 14%	89 10%	169 19%	45 23%	39 14%	52 16%	42 13%	37 13%	44 11%	61 12%	73 14%	69 19%	55 14%	235 14%	64 13%	92 19%	60 14%	20 8%	23 14%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 3

**Q.3 If there was a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat or 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	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1815	536	576	120	296	76	55	11	12	11	190	597	483	368
Weighted base	1797	517	572	115	292	70	51	11	12	8	205	581	465	364
Labour	522 29%	-	522 91%	-	-	-	-	-	-	-	-	23 4%	368 79%	84 23%
Conservative	463 26%	463 90%	-	-	-	-	-	-	-	-	-	379 65%	16 3%	34 9%
UKIP	285 16%	-	-	-	285 98%	-	-	-	-	-	-	102 18%	28 6%	49 13%
Lib Dem	98 5%	-	-	98 85%	-	-	-	-	-	-	-	2 *	5 1%	87 24%
Green	63 4%	-	-	-	-	63 89%	-	-	-	-	-	10 2%	6 1%	23 6%
SNP	51 3%	-	-	-	-	-	51 100%	-	-	-	-	1 *	6 1%	2 *
BNP	10 1%	-	-	-	-	-	-	-	10 82%	-	-	2 *	-	* *
Plaid Cymru	9 1%	-	-	-	-	-	-	9 90%	-	-	-	-	2 *	-
Other	6 *	-	-	-	-	-	-	-	-	6 71%	-	1 *	1 *	1 *
Refused	31 2%	-	-	1 1%	-	-	-	-	-	-	31 15%	-	-	2 1%
Don't know	258 14%	54 10%	50 9%	17 14%	7 2%	7 11%	-	1 10%	2 18%	2 29%	174 85%	61 11%	33 7%	83 23%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 3

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

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

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	1815	550	528	157	143	52	49	11	9	25	34	257
Weighted base	1797	530	503	167	134	51	47	10	10	24	38	282
Labour	522 29%	435 82%	3 1%	2 1%	12 9%	13 25%	1 2%	1 14%	3 30%	3 14%	2 5%	46 16%
Conservative	463 26%	16 3%	387 77%	9 6%	7 5%	-	-	-	-	4 17%	-	40 14%
UKIP	285 16%	22 4%	60 12%	145 87%	7 5%	2 3%	-	2 21%	* 5%	5 20%	1 2%	41 15%
Lib Dem	98 5%	4 1%	5 1%	-	79 59%	-	-	-	-	2 9%	-	7 3%
Green	63 4%	6 1%	5 1%	-	7 5%	33 66%	-	-	-	1 5%	-	10 3%
SNP	51 3%	2 *	-	-	-	-	44 94%	-	-	* 2%	-	5 2%
BNP	10 1%	-	1 *	1 1%	-	-	-	-	7 65%	-	-	* *
Plaid Cymru	9 1%	-	-	-	-	-	-	7 65%	-	1 5%	-	2 1%
Other	6 *	1 *	1 *	1 *	-	1 1%	-	-	-	3 11%	-	-
Refused	31 2%	-	-	-	1 1%	-	-	-	-	1 2%	28 73%	2 1%
Don't know	258 14%	44 8%	39 8%	9 5%	22 16%	2 5%	2 4%	-	-	4 15%	8 20%	129 46%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 3

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

**Base: All respondents 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	1815	173	94	199	157	183	89	158	244	240	141	137
Weighted base	1797	160	81*	194	157	170	94*	168	242	231	163	138
Labour	522 29%	46 29%GI	36 45%AEG LJK	74 38%GJ K	56 36%GIK	51 30%GI	34 36%GI	29 17%	88 36%GJ K	37 16%	40 25%	31 23%
Conservative	463 26%	21 13%	15 18%	45 23%A	29 18%	52 31%ADF	15 16%	43 26%A	67 28%A	78 34%ABC DF	58 35%ABC DF	42 30%ADF
UKIP	285 16%	6 4%	10 13%A	35 18%A	32 20%AH	28 17%A	16 17%A	31 19%A	28 12%A	48 21%AH	22 14%A	27 20%A
Lib Dem	98 5%	7 5%	2 2%	6 3%	7 4%	8 5%	3 3%	9 5%	14 6%	13 5%	23 14%ABCD EFGHIK	7 5%
Green	63 4%	4 2%	6 8%DK	6 3%	2 1%	5 3%	5 5%	6 4%	10 4%	13 6%D	4 3%	2 1%
SNP	51 3%	51 32%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
BNP	10 1%	-	1 1%	-	4 2%	* *	1 1%	1 *	1 *	1 *	1 1%	-
Plaid Cymru	9 1%	-	-	-	-	-	9 10%ABCD EGHIJK	-	-	-	-	-
Other	6 *	-	-	-	-	1 1%	-	3 2%	-	1 *	-	-
Refused	31 2%	1 1%	4 5%CDG	2 1%	1 1%	3 2%	2 2%	1 *	4 2%	5 2%	3 2%	4 3%
Don't know	258 14%	23 14%	6 8%	27 14%	27 17%J	21 12%	9 9%	45 27%ABC EFHIJ	30 12%	34 15%J	11 7%	26 19%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 June 2014

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, which party do you think you would probably vote for? Conservative, Labour, Liberal Democrat or 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				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	489	185	304	52	87	105	88	71	86	163	135	71	120	450	121	132	136	61	39
Weighted base	527	194	333	98	97	114	80	67	70	119	155	132	120	485	118	162	143	63	41
Labour	66 13%	19 10%	47 14%	19 19%	9 9%	10 9%	11 14%	10 14%	8 11%	17 14%	19 12%	19 14%	12 10%	63 13%	15 13%	14 9%	27 19%	6 10%	3 6%
Conservative	50 9%	17 9%	33 10%	8 8%	8 9%	8 7%	6 7%	9 13%	11 16%	14 12%	16 10%	15 11%	6 5%	50 10%	9 7%	18 11%	20 14%	4 6%	- -
UKIP	28 5%	8 4%	20 6%	2 2%	1 1%	4 3%	7 9%	10 15%	5 7%	4 3%	3 2%	10 7%	11 9%	26 5%	7 6%	14 9%	4 3%	2 3%	2 5%
Green	21 4%	6 3%	14 4%	2 2%	4 4%	6 6%	3 4%	4 6%	1 2%	3 3%	7 5%	2 2%	8 7%	19 4%	5 5%	7 4%	4 3%	3 5%	1 3%
Lib Dem	11 2%	4 2%	6 2%	2 2%	3 3%	5 4%	- -	- -	1 2%	3 3%	4 3%	3 2%	1 *	11 2%	5 4%	- -	5 3%	1 2%	- -
SNP	2 *	1 *	2 *	- -	- -	2 1%	- -	- -	1 1%	- -	1 *	2 1%	- -	- -	- -	- -	- -	- -	2 6%
BNP	2 *	1 1%	1 *	- -	2 2%	- -	- -	- -	- -	1 1%	- -	- -	1 1%	2 *	- -	- -	1 1%	1 2%	- -
Plaid Cymru	1 *	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	1 2%	- -
Other	13 2%	10 5%	3 1%	1 1%	2 2%	1 1%	2 2%	3 4%	3 5%	2 2%	5 3%	3 2%	2 2%	11 2%	2 1%	3 2%	4 3%	2 4%	2 5%
Refused	49 9%	17 9%	32 10%	8 8%	9 9%	15 13%	7 9%	7 10%	3 5%	10 9%	12 7%	15 11%	12 10%	42 9%	14 12%	10 6%	10 7%	8 12%	7 16%
Don't know	284 54%	111 57%	173 52%	56 57%	59 61%	64 56%	44 54%	25 38%	37 52%	64 54%	89 58%	63 48%	68 56%	260 54%	61 52%	97 60%	68 48%	34 54%	24 59%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, which party do you think you would probably vote for? Conservative, Labour, Liberal Democrat or 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	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	489	54	52	21	7	8	-	1	2	3	305	71	52	98
Weighted base	527	54	50	17	7	7	-	1	2	2	333	80	47	101
Labour	66 13%	-	33 67%	-	-	-	-	-	-	-	-	3 4%	25 53%	10 9%
Conservative	50 9%	29 54%	-	-	-	-	-	-	-	-	-	18 22%	3 6%	4 4%
UKIP	28 5%	-	-	-	7 100%	-	-	-	-	-	-	7 9%	1 2%	5 5%
Green	21 4%	-	-	-	-	7 100%	-	-	-	-	-	1 1%	* 1%	5 5%
Lib Dem	11 2%	-	-	2 9%	-	-	-	-	-	-	-	-	-	3 3%
SNP	2 *	-	-	-	-	-	-	-	-	-	-	-	-	-
BNP	2 *	-	-	-	-	-	-	-	2 100%	-	-	-	1 2%	-
Plaid Cymru	1 *	-	-	-	-	-	-	1 100%	-	-	-	-	-	-
Other	13 2%	-	-	-	-	-	-	-	-	2 100%	-	1 2%	* 1%	1 1%
Refused	49 9%	-	-	1 6%	-	-	-	-	-	-	49 15%	4 5%	-	2 2%
Don't know	284 54%	25 46%	17 33%	15 85%	-	-	-	-	-	-	284 85%	46 57%	16 35%	72 71%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 4

**Q.4 If it were a legal requirement for you to vote, which party do you think you would probably vote for? Conservative, Labour, Liberal Democrat or 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	Conser -vative	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	489	85	58	36	16	8	5	-	-	12	45	224
Weighted base	527	84	52	33	18	7	4	-	-	13	48	268
Labour	66 13%	52 62%	* 1%	3 9%	-	-	-	-	-	-	3 5%	8 3%
Conservative	50 9%	3 3%	19 36%	1 3%	2 12%	1 14%	-	-	-	-	-	24 9%
UKIP	28 5%	3 4%	5 10%	1 2%	9 50%	-	-	-	-	-	-	10 4%
Green	21 4%	5 6%	1 1%	2 7%	-	5 76%	-	-	-	* 3%	1 2%	6 2%
Lib Dem	11 2%	-	-	8 25%	-	-	-	-	-	-	-	3 1%
SNP	2 *	-	-	-	-	-	2 56%	-	-	-	-	-
BNP	2 *	-	-	-	-	-	-	-	-	-	1 2%	1 *
Plaid Cymru	1 *	-	-	-	-	-	-	-	-	-	-	1 *
Other	13 2%	1 1%	-	-	-	-	-	-	-	9 70%	* 1%	3 1%
Refused	49 9%	1 1%	-	1 3%	3 17%	1 10%	-	-	-	1 4%	38 78%	5 2%
Don't know	284 54%	19 23%	27 52%	17 52%	4 20%	-	2 44%	-	-	3 22%	5 11%	207 77%



## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 4

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

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

	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	489	39	22	66	48	40	26	52	52	69	35	40
Weighted base	527	41**	21**	72*	50*	42*	25**	70*	47*	71*	38**	50*
Labour	66 13%	3 6%	2 11%	16 23%H	9 17%	4 11%	3 12%	6 9%	3 6%	13 18%	3 9%	3 7%
Conservative	50 9%	-	4 18%	12 17%H	4 8%	3 6%	2 9%	12 17%	1 2%	7 10%	2 4%	3 7%
UKIP	28 5%	2 5%	-	2 3%	2 3%	5 13%	2 6%	6 8%	1 2%	6 8%	1 1%	3 6%
Green	21 4%	1 3%	* 2%	-	4 8%C	3 6%	2 9%	2 3%	4 9%C	1 2%	1 1%	2 4%
Lib Dem	11 2%	-	1 3%	2 3%	2 4%	-	-	-	-	5 7%	1 3%	-
SNP	2 *	2 6%	-	-	-	-	-	-	-	-	-	-
BNP	2 *	-	-	-	1 2%	-	1 4%	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	1 4%	-	-	-	-	-
Other	13 2%	2 5%	-	2 2%	3 5%	* 1%	2 7%	-	-	2 2%	1 1%	2 4%
Refused	49 9%	7 16%	5 24%	4 5%	1 2%	4 10%	3 13%	3 4%	4 9%	10 14%	4 12%	4 7%
Don't know	284 54%	24 59%	9 42%	34 47%	25 50%	22 53%	9 35%	42 60%	34 72%CDI	27 38%	25 67%	32 65%I

**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 June 2014

Absolutes/col percents

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

	Gender		Age							Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Labour	570 28%	309 31%	260 25%	84 35%	90 28%	123 32%	103 30%	74 24%	95 22%	160 29%	152 26%	120 28%	137 29%	523 28%	138 27%	119 22%	198 39%	67 23%	47 26%
Conservative	516 25%	270 27%	245 24%	32 13%	50 16%	78 20%	90 26%	89 29%	176 41%	167 30%	162 27%	93 22%	95 20%	494 27%	166 32%	155 29%	97 19%	76 26%	22 13%
UKIP	176 9%	87 9%	90 9%	15 6%	27 8%	22 6%	34 10%	34 11%	45 10%	31 6%	45 8%	49 11%	52 11%	169 9%	44 9%	50 9%	45 9%	29 10%	8 4%
Lib Dem	144 7%	71 7%	73 7%	14 6%	26 8%	26 7%	15 4%	25 8%	38 9%	54 10%	43 7%	21 5%	26 6%	135 7%	41 8%	37 7%	28 5%	28 10%	10 5%
Green	55 3%	22 2%	33 3%	7 3%	12 4%	7 2%	13 4%	13 4%	4 1%	15 3%	20 3%	5 1%	15 3%	51 3%	14 3%	18 3%	9 2%	10 4%	5 3%
SNP	49 2%	24 2%	25 2%	1 *	6 2%	7 2%	14 4%	7 2%	15 3%	9 2%	16 3%	13 3%	10 2%	- -	- -	- -	- -	- -	49 28%
Plaid Cymru	10 1%	7 1%	3 *	- -	4 1%	1 *	2 1%	1 *	2 *	4 1%	5 1%	1 *	1 *	10 1%	- -	- -	- -	10 4%	- -
BNP	10 1%	4 *	7 1%	3 1%	2 1%	1 *	3 1%	2 1%	- -	* *	6 1%	1 *	3 1%	10 1%	1 *	1 *	6 1%	2 1%	- -
Other	33 2%	23 2%	10 1%	2 1%	6 2%	8 2%	4 1%	6 2%	7 2%	11 2%	14 2%	4 1%	3 1%	29 2%	9 2%	8 1%	5 1%	7 3%	3 2%
Refused	51 2%	18 2%	33 3%	10 4%	12 4%	13 3%	7 2%	6 2%	3 1%	12 2%	12 2%	12 3%	15 3%	46 2%	16 3%	9 2%	15 3%	6 2%	5 3%
Don't know	419 21%	160 16%	259 25%	75 31%	90 28%	99 26%	61 18%	49 16%	44 10%	88 16%	116 20%	106 25%	109 23%	390 21%	88 17%	142 26%	104 21%	56 19%	29 16%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

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	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democr at
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Labour	570 28%	18 3%	476 83%	4 4%	22 8%	6 9%	2 4%	-	-	1 17%	20 6%	28 5%	388 81%	68 18%
Conservative	516 25%	424 82%	4 1%	5 4%	62 21%	6 8%	-	-	1 11%	1 12%	27 8%	433 72%	10 2%	29 8%
UKIP	176 9%	11 2%	2 *	-	146 50%	-	-	-	1 9%	1 8%	7 2%	49 8%	13 3%	27 7%
Lib Dem	144 7%	8 1%	15 3%	96 83%	7 2%	9 13%	-	-	-	-	18 5%	3 *	5 1%	125 33%
Green	55 3%	-	13 2%	-	2 1%	35 50%	-	-	-	1 10%	1 *	4 1%	10 2%	15 4%
SNP	49 2%	-	1 *	-	-	-	44 85%	-	-	-	2 1%	1 *	5 1%	1 *
Plaid Cymru	10 1%	-	1 *	-	2 1%	-	-	7 64%	-	-	-	-	2 *	-
BNP	10 1%	-	3 1%	-	* *	-	-	-	7 58%	-	-	1 *	-	-
Other	33 2%	4 1%	3 1%	2 2%	5 2%	2 2%	* 1%	1 11%	-	3 39%	3 1%	8 1%	1 *	7 2%
Refused	51 2%	-	5 1%	-	1 *	-	-	-	1 10%	-	43 13%	2 *	2 *	6 1%
Don't know	419 21%	53 10%	49 9%	8 7%	45 15%	13 18%	5 10%	3 25%	1 13%	1 15%	212 64%	71 12%	43 9%	103 27%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

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	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Labour	570 28%	570 100%	-	-	-	-	-	-	-	-	-	-
Conservative	516 25%	-	516 100%	-	-	-	-	-	-	-	-	-
UKIP	176 9%	-	-	176 100%	-	-	-	-	-	-	-	-
Lib Dem	144 7%	-	-	-	144 100%	-	-	-	-	-	-	-
Green	55 3%	-	-	-	-	55 100%	-	-	-	-	-	-
SNP	49 2%	-	-	-	-	-	49 100%	-	-	-	-	-
Plaid Cymru	10 1%	-	-	-	-	-	-	10 100%	-	-	-	-
BNP	10 1%	-	-	-	-	-	-	-	10 100%	-	-	-
Other	33 2%	-	-	-	-	-	-	-	-	33 100%	-	-
Refused	51 2%	-	-	-	-	-	-	-	-	-	51 100%	-
Don't know	419 21%	-	-	-	-	-	-	-	-	-	-	419 100%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 5

**Q.5 Generally speaking, do you think of yourself as ...?****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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Labour	570 28%	47 26%G	38 41%AFG IJK	91 38%AFG IJK	70 39%AFG IJK	55 29%GI	24 22%	30 16%	86 34%GIJ K	53 20%	44 23%	34 22%
Conservative	516 25%	22 13%	15 17%	47 20%	35 20%	52 28%AF	17 16%	64 33%ABC DF	78 31%ABC DF	88 33%ABC DF	59 32%ABC DF	39 24%A
UKIP	176 9%	8 4%	3 3%	24 10%BH	18 10%	17 9%	11 10%	18 10%	12 5%	32 12%ABH	18 10%	14 9%
Lib Dem	144 7%	10 5%	5 5%	13 6%	9 5%	9 5%	6 5%	14 7%	20 8%	21 8%	23 12%CDE	14 9%
Green	55 3%	5 3%	4 4%	2 1%	3 1%	8 4%	5 5%C	6 3%	8 3%	5 2%	5 3%	4 2%
SNP	49 2%	49 28%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	10 1%	-	-	-	-	-	10 10%ABCD EGHIJK	-	-	-	-	-
BNP	10 1%	-	1 1%	3 1%	3 1%	-	1 1%	1 *	* *	1 *	1 1%	-
Other	33 2%	3 2%	* *	3 1%	2 1%	1 1%	3 3%	3 2%	4 2%	5 2%	4 2%	3 2%
Refused	51 2%	5 3%	5 6%G	5 2%	4 2%	4 2%	2 2%	2 1%	7 3%	9 4%	4 2%	3 2%
Don't know	419 21%	29 16%	20 22%	49 21%	35 20%	41 22%	28 26%H	54 28%AH J	39 15%	48 18%	28 15%	47 29%AHIJ

**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 June 2014

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				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	1693	876	817	95	218	293	349	300	438	673	427	207	386	1536	457	440	421	218	157
Weighted base	1539	798	741	140	218	275	280	253	372	445	443	305	346	1405	407	390	380	228	134
Labour	526 34%	271 34%	255 34%	71 50%	91 42%	117 43%	97 35%	73 29%	78 21%	146 33%	150 34%	113 37%	118 34%	481 34%	126 31%	111 28%	171 45%	73 32%	45 34%
Conservative	487 32%	246 31%	241 33%	39 28%	56 26%	84 31%	81 29%	78 31%	148 40%	161 36%	152 34%	90 30%	83 24%	466 33%	149 37%	146 38%	98 26%	73 32%	21 16%
UKIP	277 18%	151 19%	126 17%	12 8%	30 14%	33 12%	53 19%	59 23%	90 24%	60 13%	63 14%	66 22%	89 26%	271 19%	74 18%	85 22%	75 20%	37 16%	6 5%
Lib Dem	107 7%	58 7%	48 6%	10 7%	17 8%	19 7%	14 5%	17 7%	30 8%	43 10%	24 5%	14 5%	26 7%	99 7%	31 8%	29 7%	17 4%	23 10%	7 5%
Green	64 4%	29 4%	35 5%	6 4%	14 6%	11 4%	11 4%	14 6%	7 2%	17 4%	26 6%	4 1%	16 5%	60 4%	23 6%	13 3%	13 3%	11 5%	3 3%
SNP	50 3%	26 3%	24 3%	1 1%	5 2%	5 2%	17 6%	9 4%	13 4%	11 3%	16 4%	13 4%	9 3%	- -	- -	- -	- -	- -	50 37%
BNP	11 1%	5 1%	5 1%	- -	3 2%	3 1%	3 1%	1 1%	- -	1 *	5 1%	1 *	4 1%	11 1%	2 *	1 *	6 1%	3 1%	- -
Plaid Cymru	10 1%	6 1%	4 1%	2 1%	1 *	2 1%	2 1%	1 1%	2 *	4 1%	2 1%	2 1%	1 *	10 1%	- -	- -	- -	10 4%	- -
Other	7 *	5 1%	2 *	- -	1 *	2 1%	1 *	* *	3 1%	2 *	4 1%	1 *	* *	7 *	3 1%	4 1%	- -	- -	1 *

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

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	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	1693	536	576	120	296	76	55	11	12	11	68	582	476	332
Weighted base	1539	487	526	107	277	64	50	10	11	7	52	530	430	301
Labour	526 34%	-	526 100%	-	-	-	-	-	-	-	14 28%	22 4%	362 84%	91 30%
Conservative	487 32%	487 100%	-	-	-	-	-	-	-	-	22 42%	389 74%	19 4%	38 13%
UKIP	277 18%	-	-	-	277 100%	-	-	-	-	-	-	102 19%	28 7%	47 16%
Lib Dem	107 7%	-	-	107 100%	-	-	-	-	-	-	15 30%	2 *	5 1%	97 32%
Green	64 4%	-	-	-	-	64 100%	-	-	-	-	-	10 2%	6 1%	25 8%
SNP	50 3%	-	-	-	-	-	50 100%	-	-	-	-	1 *	6 1%	2 1%
BNP	11 1%	-	-	-	-	-	-	-	11 100%	-	-	2 *	1 *	* *
Plaid Cymru	10 1%	-	-	-	-	-	-	10 100%	-	-	-	-	2 *	- -
Other	7 *	-	-	-	-	-	-	-	-	7 100%	-	1 *	1 *	1 *

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

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	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	1693	550	528	154	143	51	46	11	9	22	7	172
Weighted base	1539	490	475	154	125	46	43	10	10	19	6	160
Labour	526 34%	439 90%	3 1%	2 1%	13 11%	12 26%	1 2%	1 14%	3 31%	3 18%	4 71%	44 27%
Conservative	487 32%	17 3%	401 84%	10 7%	7 6%	-	-	-	-	3 18%	-	49 30%
UKIP	277 18%	21 4%	59 12%	140 91%	7 6%	2 4%	-	2 21%	* 5%	5 24%	1 12%	41 25%
Lib Dem	107 7%	4 1%	4 1%	-	89 71%	-	-	-	-	2 11%	-	7 4%
Green	64 4%	6 1%	5 1%	-	8 7%	32 69%	-	-	-	1 7%	-	11 7%
SNP	50 3%	2 *	-	-	-	-	43 98%	-	-	* 2%	-	5 3%
BNP	11 1%	-	1 *	1 1%	-	-	-	-	7 64%	-	1 18%	1 1%
Plaid Cymru	10 1%	-	-	-	-	-	-	7 65%	-	1 5%	-	2 1%
Other	7 *	1 *	1 *	* *	-	* 1%	-	-	-	3 16%	-	1 1%



## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

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										
		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	1693	157	88	187	146	172	84	143	228	229	134	125
Weighted base	1539	134	68*	175	137	145	82*	131*	207	200	146*	114*
Labour	526 34%	45 34%I	34 50%AEG JK	81 46%GIJ K	57 41%GIJ K	51 35%GI	33 40%GI	29 22%	85 41%GIJ K	41 20%	40 27%	32 28%
Conservative	487 32%	21 16%	16 23%	48 27%A	34 25%	51 35%AF	15 18%	53 40%ABC DF	68 33%AF	81 40%ABC DF	57 39%ABD F	42 37%AF
UKIP	277 18%	6 5%	10 15%A	34 20%A	31 23%AH	28 20%A	15 18%A	29 22%AH	26 13%A	48 24%AH	22 15%A	27 24%AH
Lib Dem	107 7%	7 5%	2 3%	7 4%	8 6%	8 5%	2 3%	11 8%	16 8%	15 7%	21 14%ABCE F	10 9%
Green	64 4%	3 3%	6 8%DK	5 3%	2 1%	5 4%	6 7%D	6 5%	10 5%	13 7%D	5 3%	2 2%
SNP	50 3%	50 37%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
BNP	11 1%	-	1 1%	-	5 4%CI	* *	2 2%	1 1%	1 *	1 *	1 1%	-
Plaid Cymru	10 1%	-	-	-	-	-	10 12%ABCD EGHIJK	-	-	-	-	-
Other	7 *	1 *	-	-	-	1 1%	-	3 2%	-	3 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 June 2014**

Absolutes/col percents

Table 7

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**David Cameron**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	577 28%	311 31%	266 26%	47 19%	75 23%	104 27%	85 25%	86 28%	179 42%	173 31%	187 32%	114 27%	102 22%	543 29%	167 32%	159 30%	120 24%	97 33%	33 19%
Unfavourable	935 46%	473 48%	462 44%	95 39%	145 45%	199 52%	174 50%	150 49%	173 40%	238 43%	260 44%	183 43%	254 54%	829 45%	211 41%	218 41%	268 53%	132 45%	107 60%
Neither	413 20%	179 18%	234 23%	62 26%	84 26%	58 15%	74 21%	60 20%	75 17%	116 21%	113 19%	107 25%	77 16%	382 21%	112 22%	123 23%	97 19%	49 17%	32 18%
Don't know	109 5%	32 3%	77 7%	38 16%	21 6%	25 6%	12 4%	11 3%	3 1%	23 4%	30 5%	22 5%	34 7%	103 6%	27 5%	38 7%	23 4%	16 5%	6 3%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 7

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**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	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	577 28%	392 76%	43 7%	38 33%	49 17%	7 9%	5 9%	- -	2 19%	2 20%	33 10%	363 61%	43 9%	86 23%
Unfavourable	935 46%	19 4%	423 74%	44 38%	176 60%	51 73%	44 85%	9 86%	8 70%	4 49%	125 38%	95 16%	344 72%	201 53%
Neither	413 20%	94 18%	87 15%	23 20%	66 23%	10 14%	3 6%	2 14%	* 4%	2 31%	118 35%	127 21%	72 15%	80 21%
Don't know	109 5%	13 2%	19 3%	11 10%	1 *	3 4%	- -	- -	1 7%	- -	57 17%	15 2%	20 4%	14 4%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 7

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**David Cameron**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	577 28%	55 10%	376 73%	27 15%	42 29%	2 4%	5 10%	1 14%	1 14%	8 24%	5 10%	54 13%
Unfavourable	935 46%	402 71%	39 7%	110 62%	62 43%	45 81%	39 80%	7 72%	5 48%	20 62%	26 50%	181 43%
Neither	413 20%	92 16%	91 18%	38 22%	28 19%	8 14%	5 10%	2 15%	3 30%	5 14%	9 17%	133 32%
Don't know	109 5%	20 4%	10 2%	1 1%	13 9%	1 2%	-	-	1 7%	-	12 23%	51 12%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 7

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**David Cameron**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	577 28%	33 19%	15 16%	67 28%B	39 22%	46 25%	22 21%	61 32%AB	79 31%AB	88 34%ABD F	75 40%ABC DEF	52 33%AB
Unfavourable	935 46%	107 60%CEG HIJK	55 61%CEG HIJK	112 47%G	100 56%EGH IJ	80 42%	65 60%EGH IJK	68 35%	100 39%	110 42%	67 36%	71 45%
Neither	413 20%	32 18%	18 19%	43 18%	36 20%	50 27%JK	19 18%	50 26%K	57 23%	55 21%	30 16%	23 14%
Don't know	109 5%	6 3%	3 4%	16 7%D	3 2%	11 6%	1 1%	14 7%D	18 7%D	9 3%	14 8%D	13 8%DF

**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 June 2014**

Absolutes/col percents

Table 8

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**George Osborne**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	377 19%	240 24%	137 13%	39 16%	33 10%	50 13%	57 16%	54 18%	144 34%	131 24%	112 19%	66 16%	68 15%	348 19%	120 23%	93 17%	79 16%	56 19%	29 16%
Unfavourable	891 44%	487 49%	404 39%	59 24%	148 46%	190 49%	173 50%	146 48%	175 41%	238 43%	264 45%	170 40%	219 47%	792 43%	220 43%	204 38%	242 48%	125 43%	99 56%
Neither	574 28%	219 22%	354 34%	85 35%	104 32%	109 28%	88 26%	88 29%	100 23%	146 27%	165 28%	153 36%	109 23%	531 29%	132 26%	167 31%	146 29%	85 29%	43 24%
Don't know	193 9%	49 5%	144 14%	60 25%	40 12%	36 9%	28 8%	18 6%	10 2%	35 6%	50 8%	38 9%	70 15%	186 10%	44 9%	74 14%	41 8%	27 9%	6 4%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 8

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**George Osborne**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	377 19%	231 45%	49 9%	19 17%	47 16%	2 3%	2 5%	- -	1 11%	2 20%	14 4%	234 39%	42 9%	49 13%
Unfavourable	891 44%	68 13%	374 65%	49 43%	155 53%	55 78%	41 80%	8 74%	5 42%	5 57%	119 36%	127 21%	308 64%	203 53%
Neither	574 28%	190 37%	106 18%	35 30%	81 28%	10 14%	8 15%	3 26%	4 32%	2 23%	123 37%	208 35%	88 18%	99 26%
Don't know	193 9%	28 5%	43 8%	12 10%	10 3%	3 4%	- -	- -	2 15%	- -	77 23%	31 5%	41 8%	28 7%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 8

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**George Osborne**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	377 19%	59 10%	233 45%	18 10%	22 15%	* 1%	2 5%	- -	* 5%	5 15%	4 7%	34 8%
Unfavourable	891 44%	360 63%	70 14%	104 59%	66 46%	46 83%	35 72%	6 59%	2 22%	19 57%	20 40%	162 39%
Neither	574 28%	109 19%	186 36%	49 28%	42 29%	8 14%	11 23%	3 26%	6 56%	9 28%	15 30%	137 33%
Don't know	193 9%	43 7%	27 5%	5 3%	15 10%	1 3%	- -	2 15%	2 16%	- -	12 23%	87 21%



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 8

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**George Osborne**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	377 19%	29 16%	12 13%	40 17%	27 15%	28 15%	14 13%	30 16%	69 27% DEFG	51 19%	42 23%	35 22%
Unfavourable	891 44%	99 56% JK	50 55% J	109 46% G	83 46% G	72 38%	56 52% J	65 34%	97 38%	123 47% G	70 37%	68 43%
Neither	574 28%	43 24%	24 26%	61 26%	61 34%	67 35% ACI	30 28%	63 33%	67 26%	66 25%	55 29%	38 24%
Don't know	193 9%	6 4%	5 6%	27 11% AD	8 5%	21 11% AD	8 7%	35 18% ABDF	22 9%	22 9%	19 10% A	18 11% AD

**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 June 2014**

Absolutes/col percents

Table 9

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**William Hague**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	507 25%	291 29%	216 21%	17 7%	54 17%	92 24%	83 24%	90 29%	172 40%	188 34%	146 25%	93 22%	80 17%	473 25%	148 29%	132 24%	109 22%	85 29%	33 19%
Unfavourable	714 35%	406 41%	308 30%	48 20%	126 39%	158 41%	132 38%	105 34%	144 34%	164 30%	207 35%	151 35%	192 41%	636 34%	169 33%	174 32%	204 40%	90 31%	78 44%
Neither	616 30%	248 25%	368 35%	93 39%	111 34%	109 28%	102 29%	96 31%	106 25%	160 29%	190 32%	135 32%	130 28%	563 30%	156 30%	159 30%	157 31%	92 31%	53 30%
Don't know	197 10%	50 5%	147 14%	85 35%	34 10%	26 7%	30 9%	15 5%	7 2%	38 7%	47 8%	47 11%	64 14%	184 10%	45 9%	74 14%	38 7%	27 9%	13 7%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 9

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**William Hague**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	507 25%	289 56%	57 10%	39 33%	65 22%	11 15%	2 5%	3 24%	1 11%	1 7%	45 14%	308 51%	43 9%	90 24%
Unfavourable	714 35%	51 10%	314 55%	25 21%	128 44%	35 50%	30 58%	3 28%	4 38%	4 55%	96 29%	88 15%	275 57%	149 39%
Neither	616 30%	150 29%	157 27%	39 34%	87 30%	19 27%	15 30%	5 48%	4 36%	3 38%	121 36%	173 29%	124 26%	115 30%
Don't know	197 10%	27 5%	43 8%	13 11%	12 4%	5 7%	4 8%	- -	2 15%	- -	71 21%	32 5%	37 8%	27 7%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 9

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**William Hague**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	507 25%	60 11%	292 57%	29 17%	48 34%	7 12%	2 5%	3 24%	-	7 22%	8 16%	50 12%
Unfavourable	714 35%	319 56%	51 10%	87 49%	39 27%	32 57%	26 53%	4 38%	2 22%	17 51%	15 30%	123 29%
Neither	616 30%	152 27%	152 29%	51 29%	39 27%	12 22%	17 34%	2 23%	6 61%	9 26%	17 33%	159 38%
Don't know	197 10%	38 7%	21 4%	9 5%	18 12%	5 9%	4 8%	2 15%	2 16%	-	11 22%	87 21%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 9

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**William Hague**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	507 25%	33 19%	15 16%	55 23%	40 22%	37 20%	23 22%	48 25%	74 29%ABE	74 28%B	61 33%ABE	47 30%ABE
Unfavourable	714 35%	78 44%GHJ	42 46%GHJ	94 40%H	68 38%	63 34%	34 32%	55 29%	73 29%	95 36%	56 30%	55 34%
Neither	616 30%	53 30%	30 33%	62 26%	64 36%	65 35%	43 40%CGJ	50 26%	81 32%	74 28%	49 26%	44 28%
Don't know	197 10%	13 7%	4 4%	27 11%D	7 4%	22 12%D	7 7%	39 20%ABC DFHIJK	27 11%D	18 7%	20 11%D	13 8%

**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 June 2014**

Absolutes/col percents

Table 10

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Theresa May**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	327 16%	193 19%	134 13%	21 9%	29 9%	40 10%	45 13%	56 18%	136 32%	110 20%	92 16%	64 15%	61 13%	299 16%	101 19%	84 16%	66 13%	48 16%	28 16%
Unfavourable	781 38%	450 45%	331 32%	53 22%	123 38%	172 45%	156 45%	128 42%	150 35%	218 40%	224 38%	143 34%	196 42%	705 38%	205 40%	172 32%	219 43%	109 37%	76 43%
Neither	647 32%	276 28%	372 36%	80 33%	117 36%	118 31%	109 32%	97 32%	125 29%	166 30%	194 33%	151 35%	136 29%	596 32%	158 31%	181 34%	158 31%	98 33%	51 29%
Don't know	279 14%	76 8%	203 20%	89 37%	56 17%	54 14%	36 10%	26 8%	17 4%	57 10%	80 14%	69 16%	73 16%	258 14%	53 10%	101 19%	65 13%	40 13%	22 12%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 10

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Theresa May**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	327 16%	181 35%	42 7%	20 18%	49 17%	7 10%	2 4%	2 15%	1 8%	2 25%	19 6%	188 31%	34 7%	58 15%
Unfavourable	781 38%	103 20%	312 55%	33 29%	133 45%	41 59%	35 67%	4 34%	5 40%	3 40%	95 28%	148 25%	261 55%	165 43%
Neither	647 32%	186 36%	158 28%	44 38%	89 30%	14 20%	7 14%	4 41%	4 34%	3 36%	132 40%	214 36%	128 27%	121 32%
Don't know	279 14%	47 9%	60 11%	17 15%	21 7%	8 12%	8 15%	1 10%	2 18%	-	87 26%	50 8%	55 11%	37 10%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 10

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Theresa May**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	327 16%	53 9%	185 36%	21 12%	23 16%	2 4%	2 5%	2 15%	1 14%	6 17%	4 7%	27 7%
Unfavourable	781 38%	301 53%	105 20%	89 50%	57 39%	34 62%	30 62%	2 23%	3 31%	14 43%	15 29%	131 31%
Neither	647 32%	159 28%	186 36%	51 29%	47 32%	11 19%	10 20%	4 36%	5 48%	11 32%	19 37%	146 35%
Don't know	279 14%	56 10%	41 8%	15 8%	18 13%	9 16%	6 13%	3 25%	1 7%	2 7%	14 27%	115 27%



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 10

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Theresa May**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	327 16%	28 16%	12 13%	35 15%	20 11%	34 18%G	15 14%	19 10%	58 23%CDG	43 16%	32 17%	31 19%G
Unfavourable	781 38%	76 43%E	40 44%E	102 43%E	77 43%E	56 30%	45 42%	62 32%	92 36%	113 43%EG	64 34%	55 35%
Neither	647 32%	51 29%	29 32%	66 28%	64 36%	65 35%	37 34%	63 33%	74 29%	84 32%	61 33%	52 33%
Don't know	279 14%	22 12%	11 12%	35 15%	18 10%	32 17%I	11 10%	48 25%ABC DFHIK	31 12%	22 8%	29 16%	20 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 June 2014**

Absolutes/col percents

Table 11

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Michael Gove**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	186 9%	130 13%	56 5%	9 4%	25 8%	27 7%	19 5%	21 7%	85 20%	66 12%	47 8%	39 9%	35 8%	176 9%	59 11%	53 10%	33 7%	31 10%	10 6%
Unfavourable	948 47%	514 52%	434 42%	78 32%	141 43%	187 48%	185 54%	157 51%	200 47%	290 53%	278 47%	168 39%	212 45%	859 46%	250 48%	217 40%	263 52%	129 44%	89 50%
Neither	532 26%	234 23%	299 29%	68 28%	86 27%	104 27%	83 24%	81 26%	110 26%	128 23%	161 27%	133 31%	110 24%	486 26%	134 26%	144 27%	126 25%	82 28%	46 26%
Don't know	368 18%	118 12%	250 24%	87 36%	74 23%	67 17%	59 17%	47 15%	35 8%	67 12%	104 18%	88 21%	109 23%	336 18%	74 14%	124 23%	86 17%	53 18%	32 18%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 11

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Michael Gove**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	186 9%	106 21%	26 4%	8 7%	33 11%	1 1%	- -	1 6%	- -	1 18%	11 3%	122 20%	26 5%	16 4%
Unfavourable	948 47%	149 29%	355 62%	61 53%	145 50%	46 65%	36 70%	8 78%	3 29%	5 65%	132 39%	197 33%	287 60%	224 59%
Neither	532 26%	185 36%	110 19%	27 23%	77 26%	13 18%	6 11%	2 16%	4 32%	1 17%	94 28%	200 33%	92 19%	92 24%
Don't know	368 18%	77 15%	82 14%	19 17%	37 13%	12 16%	10 19%	- -	5 39%	- -	97 29%	81 13%	74 15%	49 13%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 11

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Michael Gove**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	186 9%	26 5%	118 23%	16 9%	8 6%	- -	1 2%	2 20%	* 5%	6 19%	2 4%	6 2%
Unfavourable	948 47%	346 61%	148 29%	94 53%	74 51%	38 68%	30 61%	4 42%	2 22%	20 62%	20 39%	171 41%
Neither	532 26%	126 22%	178 35%	40 23%	35 24%	8 14%	9 18%	2 16%	3 26%	6 19%	12 23%	115 27%
Don't know	368 18%	71 13%	72 14%	26 15%	27 19%	10 17%	10 20%	2 21%	5 47%	- -	17 34%	128 30%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 11

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Michael Gove**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	186 9%	10 6%	4 4%	18 8%	11 6%	17 9%	9 8%	18 10%	38 15% I	20 8%	22 12%	18 11%
Unfavourable	948 47%	89 50% G	54 59% JK	122 51% EGH	87 49% G	83 44%	48 45%	70 36%	106 42%	144 55% JK	81 43% EGH	64 41%
Neither	532 26%	46 26%	20 22%	54 23%	52 29%	48 26%	35 32%	45 23%	70 27%	65 25%	47 25%	51 32%
Don't know	368 18%	32 18%	13 15%	44 19%	28 16%	40 21% I	16 15%	59 31% ABC	41 16%	33 13%	37 20%	25 16%

**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 June 2014**

Absolutes/col percents

Table 12

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Boris Johnson**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	829 41%	421 42%	408 39%	80 33%	129 40%	165 43%	148 43%	119 39%	188 44%	245 45%	246 42%	174 41%	164 35%	765 41%	225 44%	228 42%	197 39%	115 39%	63 36%
Unfavourable	579 28%	337 34%	242 23%	38 16%	95 29%	116 30%	109 31%	95 31%	125 29%	156 28%	182 31%	93 22%	148 32%	513 28%	151 29%	121 23%	161 32%	80 27%	66 37%
Neither	494 24%	204 20%	290 28%	75 31%	75 23%	81 21%	74 22%	82 27%	106 25%	128 23%	128 22%	132 31%	106 23%	456 25%	112 22%	137 25%	124 24%	83 28%	38 22%
Don't know	132 7%	34 3%	99 10%	50 21%	26 8%	23 6%	15 4%	10 3%	10 2%	22 4%	34 6%	28 7%	48 10%	123 7%	29 6%	52 10%	25 5%	16 6%	10 6%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 12

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Boris Johnson**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	829 41%	349 67%	151 26%	39 33%	137 47%	23 33%	15 29%	1 10%	6 52%	3 43%	98 29%	396 66%	116 24%	138 36%
Unfavourable	579 28%	45 9%	269 47%	25 22%	80 27%	29 41%	26 51%	4 33%	2 17%	3 37%	77 23%	74 12%	220 46%	116 30%
Neither	494 24%	108 21%	127 22%	38 33%	69 24%	17 24%	7 14%	6 57%	3 24%	2 20%	99 30%	113 19%	114 24%	109 29%
Don't know	132 7%	15 3%	25 4%	13 11%	6 2%	2 3%	3 6%	- -	1 7%	- -	60 18%	17 3%	29 6%	18 5%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 12

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Boris Johnson**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	829 41%	157 28%	355 69%	79 45%	51 35%	17 31%	13 27%	2 24%	6 57%	6 19%	9 18%	132 31%
Unfavourable	579 28%	261 46%	45 9%	50 28%	37 26%	25 46%	24 50%	5 44%	2 15%	16 48%	17 34%	98 23%
Neither	494 24%	127 22%	103 20%	41 23%	44 30%	11 19%	8 17%	3 32%	2 21%	11 33%	12 24%	132 31%
Don't know	132 7%	25 4%	13 3%	6 4%	12 9%	2 3%	3 6%	- -	1 7%	- -	12 24%	57 14%



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 12

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Boris Johnson**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	829 41%	63 36%	32 35%	96 41%	69 38%	78 41%	43 40%	90 47%	109 43%	117 45%	71 38%	60 38%
Unfavourable	579 28%	66 37% EFG K	31 34% G	75 32% G	55 31% G	47 25%	26 24%	36 19%	79 31% G	72 28%	54 29%	39 24%
Neither	494 24%	38 22%	24 27%	50 21%	50 28%	49 26%	36 34% CH	44 23%	50 19%	62 24%	47 25%	45 28%
Don't know	132 7%	10 6%	4 4%	16 7%	5 3%	15 8%	3 2%	23 12% DFI	18 7%	11 4%	14 7%	15 9% DF

**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 June 2014**

Absolutes/col percents

Table 13

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Ed Miliband**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	386 19%	204 20%	182 18%	46 19%	64 20%	89 23%	54 16%	64 21%	69 16%	95 17%	107 18%	89 21%	95 20%	341 18%	88 17%	82 15%	116 23%	54 19%	45 26%
Unfavourable	994 49%	522 52%	472 45%	78 32%	127 39%	178 46%	177 51%	158 52%	276 64%	295 54%	307 52%	178 42%	215 46%	921 50%	273 53%	259 48%	243 48%	147 50%	73 41%
Neither	513 25%	230 23%	283 27%	71 29%	107 33%	89 23%	92 27%	73 24%	81 19%	127 23%	145 25%	130 30%	111 24%	461 25%	122 24%	150 28%	118 23%	72 24%	52 29%
Don't know	141 7%	40 4%	101 10%	49 20%	27 8%	29 8%	22 6%	11 3%	3 1%	34 6%	30 5%	31 7%	45 10%	134 7%	35 7%	47 9%	31 6%	21 7%	7 4%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 13

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**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	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	386 19%	16 3%	291 51%	23 20%	13 5%	9 13%	8 16%	1 7%	2 15%	- -	10 3%	26 4%	220 46%	75 20%
Unfavourable	994 49%	402 78%	87 15%	50 44%	215 74%	44 62%	24 47%	8 75%	6 49%	5 60%	138 41%	457 76%	100 21%	175 46%
Neither	513 25%	81 16%	163 28%	28 25%	63 21%	16 23%	19 37%	2 18%	2 21%	3 40%	123 37%	97 16%	131 27%	107 28%
Don't know	141 7%	19 4%	31 6%	14 12%	1 *	2 3%	- -	- -	2 15%	- -	63 19%	20 3%	28 6%	24 6%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 13

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Ed Miliband**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	386 19%	277 49%	15 3%	9 5%	33 23%	10 18%	7 15%	2 21%	5 48%	1 2%	6 12%	22 5%
Unfavourable	994 49%	101 18%	407 79%	124 71%	67 46%	27 48%	21 43%	8 72%	4 36%	23 70%	15 30%	197 47%
Neither	513 25%	161 28%	79 15%	41 23%	29 20%	17 31%	21 42%	1 7%	-	9 28%	17 33%	139 33%
Don't know	141 7%	31 5%	15 3%	2 1%	16 11%	2 3%	-	-	2 16%	-	13 25%	61 15%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 13

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Ed Miliband**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	386 19%	45 26%GI	23 26%GI	56 24%GI	37 21%I	34 18%	22 21%I	23 12%	57 22%GI	31 12%	32 17%	26 16%
Unfavourable	994 49%	73 41%	43 47%	107 45%	93 52%	87 46%	52 49%	91 47%	115 45%	158 60%ABC EGH	94 51%	80 51%
Neither	513 25%	52 29%	20 22%	52 22%	46 26%	58 31%	30 28%	55 28%	62 24%	59 23%	41 22%	38 24%
Don't know	141 7%	7 4%	5 6%	22 9%DF	3 2%	9 5%	2 2%	24 12%ADEF	20 8%D	15 6%	19 10%DF	14 9%DF

**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 June 2014**

Absolutes/col percents

Table 14

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Nick Clegg**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	261	149	112	26	47	49	28	40	71	89	72	56	44	237	63	64	62	48	24
	13%	15%	11%	11%	14%	13%	8%	13%	17%	16%	12%	13%	9%	13%	12%	12%	12%	16%	13%
Unfavourable	1095	580	516	95	165	206	208	175	246	295	313	217	270	987	278	267	304	137	109
	54%	58%	50%	39%	51%	53%	60%	57%	57%	54%	53%	51%	58%	53%	54%	50%	60%	47%	61%
Neither	548	226	321	78	89	103	91	80	106	140	171	125	111	510	146	158	114	91	38
	27%	23%	31%	32%	28%	27%	26%	26%	25%	25%	29%	29%	24%	27%	28%	29%	22%	31%	21%
Don't know	130	40	91	44	23	28	19	11	6	27	34	29	41	123	30	48	28	17	7
	6%	4%	9%	18%	7%	7%	5%	4%	1%	5%	6%	7%	9%	7%	6%	9%	5%	6%	4%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 14

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**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	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	261 13%	90 17%	54 9%	64 56%	9 3%	8 11%	4 7%	1 9%	2 19%	2 28%	25 8%	93 15%	37 8%	96 25%
Unfavourable	1095 54%	230 44%	360 63%	16 14%	228 78%	42 60%	44 86%	7 67%	8 70%	5 62%	120 36%	311 52%	304 64%	173 45%
Neither	548 27%	177 34%	129 23%	25 22%	54 18%	19 27%	4 7%	2 24%	* 4%	1 10%	130 39%	180 30%	114 24%	94 25%
Don't know	130 6%	20 4%	29 5%	10 9%	1 *	2 3%	- -	- -	1 7%	- -	59 18%	16 3%	24 5%	18 5%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 14

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Nick Clegg**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	261 13%	47 8%	87 17%	8 4%	67 47%	4 8%	3 7%	2 23%	1 9%	4 13%	5 10%	31 7%
Unfavourable	1095 54%	360 63%	238 46%	137 78%	32 22%	37 66%	40 81%	7 64%	6 53%	25 75%	19 38%	196 47%
Neither	548 27%	131 23%	177 34%	29 16%	31 21%	13 24%	6 12%	1 13%	3 30%	4 11%	16 32%	135 32%
Don't know	130 6%	31 5%	13 3%	3 2%	14 10%	1 2%	-	-	1 7%	-	10 20%	58 14%



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 14

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Nick Clegg**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	261 13%	24 13%	9 10%	25 11%	28 15%	17 9%	19 17%	23 12%	35 14%	28 11%	29 16%	24 15%
Unfavourable	1095 54%	109 61%GHJ	57 63%GHJ	145 61%GHJ	102 57%G	100 53%	54 50%	83 43%	125 49%	152 58%GJ	84 45%	85 53%
Neither	548 27%	38 21%	20 22%	50 21%	44 25%	58 31%C	33 31%	63 33%AC	75 29%	71 27%	58 31%C	38 24%
Don't know	130 6%	7 4%	5 5%	17 7%	6 3%	12 7%	2 2%	24 12%ADFI	19 8%	10 4%	15 8%	12 8%

**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 June 2014**

Absolutes/col percents

Table 15

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Nigel Farage**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	523 26%	314 32%	210 20%	29 12%	63 19%	80 21%	92 27%	97 32%	162 38%	134 24%	131 22%	128 30%	131 28%	482 26%	132 25%	143 27%	134 26%	73 25%	41 23%
Unfavourable	894 44%	444 45%	450 43%	107 44%	156 48%	183 48%	143 41%	121 39%	184 43%	268 49%	282 48%	141 33%	202 43%	801 43%	228 44%	198 37%	238 47%	137 47%	93 53%
Neither	428 21%	190 19%	239 23%	53 22%	70 22%	89 23%	82 24%	64 21%	70 16%	113 21%	134 23%	109 26%	72 15%	399 22%	114 22%	127 24%	100 20%	59 20%	29 16%
Don't know	188 9%	48 5%	140 14%	55 23%	35 11%	33 8%	29 8%	24 8%	12 3%	35 6%	43 7%	49 11%	61 13%	175 9%	44 9%	71 13%	35 7%	25 9%	13 8%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 15

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**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	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	523 26%	130 25%	85 15%	10 9%	241 83%	6 9%	10 19%	1 7%	3 23%	2 28%	36 11%	219 36%	90 19%	77 20%
Unfavourable	894 44%	218 42%	348 61%	72 63%	7 2%	50 72%	27 52%	8 75%	2 17%	5 64%	131 39%	210 35%	274 57%	207 54%
Neither	428 21%	132 26%	102 18%	15 13%	37 13%	9 13%	11 21%	2 18%	4 35%	1 9%	101 30%	141 24%	84 17%	64 17%
Don't know	188 9%	38 7%	37 6%	18 15%	7 2%	4 6%	4 8%	- -	3 24%	- -	65 20%	30 5%	31 6%	32 8%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 15

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Nigel Farage**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	523 26%	107 19%	165 32%	147 83%	17 12%	8 14%	8 17%	3 27%	2 21%	6 19%	2 5%	58 14%
Unfavourable	894 44%	321 56%	199 39%	4 2%	86 60%	39 70%	24 49%	5 50%	2 15%	21 64%	23 45%	171 41%
Neither	428 21%	107 19%	123 24%	19 11%	21 15%	4 7%	12 24%	2 23%	5 48%	6 18%	14 28%	114 27%
Don't know	188 9%	35 6%	29 6%	6 4%	19 14%	4 8%	5 9%	-	2 16%	-	11 23%	77 18%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 15

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Nigel Farage**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	523 26%	41 23%	19 21%	71 30%	44 25%	54 29%	26 25%	42 22%	58 23%	74 28%	46 25%	46 29%
Unfavourable	894 44%	93 53%EGK	49 53%EGK	104 44%	86 48%EK	68 36%	50 47%	74 39%	116 45%	112 43%	86 46%	56 35%
Neither	428 21%	29 16%	17 19%	44 19%	38 21%	51 27%AJ	28 26%	39 20%	56 22%	57 22%	32 17%	37 23%
Don't know	188 9%	13 8%	6 6%	19 8%	11 6%	15 8%	3 3%	37 19%ABC DEFHI	25 10%	19 7%	22 12%F	19 12%F

**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 June 2014**

Absolutes/col percents

Table 16

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**The Queen**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	1288	601	687	115	168	208	211	228	360	371	370	268	279	1192	345	338	306	204	96
	63%	60%	66%	47%	52%	54%	61%	74%	84%	67%	63%	63%	60%	64%	67%	63%	60%	69%	54%
Unfavourable	237	150	86	34	53	59	42	27	22	56	69	59	53	206	51	60	69	26	30
	12%	15%	8%	14%	16%	15%	12%	9%	5%	10%	12%	14%	11%	11%	10%	11%	14%	9%	17%
Neither	432	214	217	61	87	102	86	48	47	110	132	82	108	386	100	121	111	54	46
	21%	22%	21%	25%	27%	27%	25%	16%	11%	20%	22%	19%	23%	21%	19%	22%	22%	18%	26%
Don't know	77	29	48	33	17	17	6	4	1	14	19	18	27	73	22	19	22	10	5
	4%	3%	5%	14%	5%	4%	2%	1%	*	2%	3%	4%	6%	4%	4%	4%	4%	3%	3%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 16

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**The Queen**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	1288 63%	433 84%	326 57%	82 71%	202 69%	36 51%	23 44%	5 49%	5 39%	3 35%	169 51%	481 80%	268 56%	253 66%
Unfavourable	237 12%	16 3%	99 17%	13 11%	32 11%	16 22%	11 21%	3 24%	1 8%	2 29%	34 10%	26 4%	87 18%	47 12%
Neither	432 21%	61 12%	130 23%	18 16%	55 19%	17 24%	18 35%	3 27%	5 39%	3 36%	93 28%	83 14%	102 21%	74 20%
Don't know	77 4%	7 1%	17 3%	3 2%	3 1%	2 3%	- -	- -	2 15%	- -	36 11%	10 2%	23 5%	7 2%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 16

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**The Queen**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	1288 63%	332 58%	438 85%	110 62%	105 73%	23 41%	18 37%	6 60%	4 42%	16 48%	20 40%	215 51%
Unfavourable	237 12%	91 16%	14 3%	29 17%	11 8%	17 31%	11 21%	1 9%	1 9%	9 29%	11 22%	41 10%
Neither	432 21%	129 23%	59 11%	34 19%	24 16%	15 26%	20 41%	3 31%	3 33%	8 24%	11 21%	126 30%
Don't know	77 4%	18 3%	5 1%	3 2%	4 3%	1 2%	-	-	2 16%	-	8 16%	37 9%



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 16

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**The Queen**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	1288 63%	96 54%	47 52%	135 57%	124 69%ABC	115 61%	71 66%	122 63%	167 66%AB	178 68%ABC	133 71%ABC	101 64%
Unfavourable	237 12%	30 17%IJ	14 15%	32 13%	24 13%	24 13%	12 11%	18 10%	26 10%	24 9%	14 8%	18 12%
Neither	432 21%	46 26%	26 28%DJ	57 24%	29 16%	43 23%	23 22%	45 23%	45 18%	54 21%	31 16%	33 21%
Don't know	77 4%	5 3%	4 5%	15 6%DI	2 1%	7 4%	1 1%	7 4%	16 6%DI	6 2%	8 4%	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 June 2014**

Absolutes/col percents

Table 17

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Prince Charles**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	871	430	441	77	123	160	131	149	231	241	261	190	180	801	230	227	201	143	70
	43%	43%	42%	32%	38%	42%	38%	49%	54%	44%	44%	44%	39%	43%	45%	42%	40%	49%	39%
Unfavourable	432	237	195	38	75	85	78	64	92	110	115	94	113	383	107	107	118	51	49
	21%	24%	19%	16%	23%	22%	23%	21%	22%	20%	20%	22%	24%	21%	21%	20%	23%	17%	28%
Neither	627	298	329	80	112	122	124	86	102	179	186	118	144	575	151	174	165	84	52
	31%	30%	32%	33%	35%	32%	36%	28%	24%	32%	32%	28%	31%	31%	29%	32%	33%	29%	29%
Don't know	104	30	74	47	15	18	12	8	4	21	28	25	30	98	28	30	24	16	6
	5%	3%	7%	19%	5%	5%	4%	3%	1%	4%	5%	6%	6%	5%	5%	6%	5%	5%	3%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 17

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Prince Charles**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	871 43%	287 55%	225 39%	59 52%	133 46%	28 40%	20 39%	2 23%	4 35%	2 20%	94 28%	304 51%	185 39%	184 48%
Unfavourable	432 21%	73 14%	149 26%	19 17%	68 23%	23 33%	13 26%	3 24%	1 8%	5 57%	66 20%	103 17%	130 27%	82 22%
Neither	627 31%	146 28%	174 30%	32 28%	87 30%	18 25%	18 35%	6 53%	5 43%	2 23%	127 38%	177 29%	138 29%	104 27%
Don't know	104 5%	11 2%	24 4%	4 4%	5 2%	2 3%	- -	- -	2 15%	- -	46 14%	16 3%	27 6%	11 3%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 17

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Prince Charles**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	871 43%	234 41%	285 55%	81 46%	75 52%	17 31%	17 35%	5 44%	4 42%	8 24%	9 18%	137 33%
Unfavourable	432 21%	143 25%	80 16%	40 23%	29 20%	19 35%	14 28%	3 25%	1 9%	16 48%	17 33%	70 17%
Neither	627 31%	169 30%	142 27%	50 28%	35 24%	18 32%	18 37%	3 32%	3 33%	9 28%	15 29%	165 39%
Don't know	104 5%	24 4%	10 2%	5 3%	6 4%	1 2%	-	-	2 16%	-	10 19%	47 11%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 17

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Prince Charles**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	871 43%	70 39%	34 37%	84 35%	83 46% <sup>C</sup>	79 42%	54 51% <sup>C</sup>	77 40%	106 42%	125 48% <sup>C</sup>	89 48% <sup>C</sup>	70 44%
Unfavourable	432 21%	49 28% <sup>EF</sup>	24 27% <sup>EF</sup>	58 24% <sup>EF</sup>	36 20%	26 14%	13 12%	49 25% <sup>EF</sup>	60 24% <sup>EF</sup>	47 18%	38 20%	32 20%
Neither	627 31%	52 29%	27 30%	81 34%	57 32%	73 39% <sup>GHJ</sup>	38 36%	52 27%	69 27%	82 31%	46 25%	49 31%
Don't know	104 5%	6 3%	5 6%	16 7% <sup>D</sup>	2 1%	9 5%	1 1%	14 7% <sup>D</sup>	20 8% <sup>DFI</sup>	8 3%	14 8% <sup>D</sup>	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 June 2014**

Absolutes/col percents

Table 18

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Prince William**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Favourable	1377	617	760	122	200	238	233	238	346	375	407	300	296	1273	364	369	329	211	104
	68%	62%	73%	50%	62%	62%	67%	78%	81%	68%	69%	70%	63%	69%	70%	68%	65%	72%	59%
Unfavourable	175	123	52	19	31	46	35	19	25	54	49	32	41	151	32	49	49	21	24
	9%	12%	5%	8%	9%	12%	10%	6%	6%	10%	8%	7%	9%	8%	6%	9%	10%	7%	13%
Neither	400	229	171	57	81	87	73	45	57	111	109	74	106	358	98	98	110	52	42
	20%	23%	17%	24%	25%	23%	21%	15%	13%	20%	19%	17%	23%	19%	19%	18%	22%	18%	24%
Don't know	82	27	55	44	13	15	5	4	1	11	26	22	23	75	23	23	20	9	7
	4%	3%	5%	18%	4%	4%	1%	1%	*	2%	4%	5%	5%	4%	4%	4%	4%	3%	4%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 18

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Prince William**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Favourable	1377 68%	432 84%	349 61%	83 72%	217 74%	44 63%	30 59%	6 57%	6 55%	4 48%	184 55%	493 82%	284 59%	252 66%
Unfavourable	175 9%	16 3%	75 13%	7 6%	23 8%	13 19%	7 14%	1 9%	- -	2 29%	21 6%	26 4%	66 14%	34 9%
Neither	400 20%	63 12%	129 23%	21 18%	49 17%	11 16%	14 26%	4 33%	4 38%	2 23%	89 27%	71 12%	107 22%	82 22%
Don't know	82 4%	6 1%	19 3%	4 4%	3 1%	2 3%	- -	- -	1 7%	- -	39 12%	10 2%	21 4%	12 3%

**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 18

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Prince William**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Favourable	1377 68%	355 62%	433 84%	131 74%	106 74%	28 51%	27 55%	9 83%	6 60%	17 53%	20 39%	245 58%
Unfavourable	175 9%	72 13%	17 3%	14 8%	10 7%	15 26%	7 14%	1 9%	- -	10 30%	7 14%	23 5%
Neither	400 20%	125 22%	60 12%	28 16%	22 15%	12 21%	15 31%	1 8%	3 32%	6 18%	14 27%	113 27%
Don't know	82 4%	17 3%	5 1%	3 2%	6 4%	1 2%	- -	- -	1 7%	- -	10 19%	39 9%



**Voting Intentions Survey**  
**ONLINE Fieldwork : 11th - 13th June 2014**

Absolutes/col percents

Table 18

**Q.EX1 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders.**

**Prince William**

**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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Favourable	1377 68%	104 59%	59 65%	144 61%	126 71%A	123 65%	79 73%A	134 70%	173 68%	191 73%AC	133 71%A	112 70%
Unfavourable	175 9%	24 13%I	7 7%	29 12%I	13 7%	18 10%	7 7%	15 8%	19 7%	13 5%	14 7%	16 10%
Neither	400 20%	42 24%	22 24%	50 21%	37 21%	40 21%	20 19%	32 17%	46 18%	51 20%	32 17%	26 16%
Don't know	82 4%	7 4%	3 4%	14 6%D	2 1%	7 4%	1 1%	10 5%	16 6%D	7 3%	7 4%	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 June 2014

Absolutes/col percents

Table 19

**Q.EX2. Which of the following would you say are the most important British values?****Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng-land & Wales	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2034	1012	1022	139	293	370	402	340	490	774	522	258	480	1844	531	529	518	266	190
Weighted base	2034	995	1039	243	325	385	346	306	429	550	590	427	466	1857	517	538	508	294	177
Freedom of speech	981 48%	500 50%	481 46%	85 35%	111 34%	160 41%	182 53%	168 55%	274 64%	259 47%	275 47%	204 48%	243 52%	892 48%	250 48%	251 47%	256 50%	134 46%	89 50%
Respect for the rule of law	691 34%	338 34%	353 34%	40 17%	80 25%	94 24%	119 34%	129 42%	229 53%	189 34%	199 34%	154 36%	150 32%	629 34%	163 32%	217 40%	169 33%	79 27%	63 35%
Fairness	550 27%	280 28%	269 26%	58 24%	88 27%	108 28%	107 31%	91 30%	97 23%	161 29%	145 25%	122 29%	122 26%	507 27%	150 29%	141 26%	127 25%	89 30%	42 24%
Tolerance	541 27%	271 27%	270 26%	52 21%	74 23%	103 27%	95 27%	99 32%	118 27%	183 33%	184 31%	65 15%	108 23%	508 27%	168 33%	118 22%	129 25%	93 32%	33 19%
A sense of humour	527 26%	284 29%	243 23%	50 21%	95 29%	114 30%	103 30%	73 24%	91 21%	126 23%	156 26%	132 31%	113 24%	478 26%	126 24%	137 26%	130 26%	84 29%	49 28%
Equality	486 24%	198 20%	288 28%	79 33%	89 27%	97 25%	80 23%	63 21%	77 18%	129 24%	149 25%	90 21%	117 25%	448 24%	112 22%	136 25%	126 25%	73 25%	38 22%
Politeness	441 22%	198 20%	243 23%	45 18%	99 30%	101 26%	83 24%	57 19%	57 13%	119 22%	117 20%	105 25%	99 21%	407 22%	108 21%	125 23%	108 21%	67 23%	34 19%
Political freedom	415 20%	210 21%	205 20%	31 13%	34 11%	60 16%	68 20%	89 29%	133 31%	135 25%	121 20%	70 16%	89 19%	377 20%	109 21%	111 21%	106 21%	52 18%	38 22%
Responsibility	287 14%	142 14%	145 14%	44 18%	43 13%	68 18%	40 12%	38 13%	54 13%	87 16%	73 12%	70 16%	57 12%	269 14%	72 14%	68 13%	78 15%	51 17%	18 10%
Religious freedom	253 12%	111 11%	142 14%	17 7%	31 9%	24 6%	33 10%	49 16%	99 23%	72 13%	71 12%	45 10%	65 14%	233 13%	69 13%	70 13%	59 12%	35 12%	20 11%
Aspiration	71 3%	35 4%	36 3%	19 8%	17 5%	14 4%	11 3%	5 1%	5 1%	21 4%	23 4%	16 4%	11 2%	61 3%	24 5%	15 3%	11 2%	12 4%	10 6%
Curiosity	45 2%	18 2%	27 3%	12 5%	8 2%	13 3%	5 2%	6 2%	1 *	13 2%	21 4%	5 1%	6 1%	43 2%	13 3%	9 2%	14 3%	7 2%	2 1%
Don't know	141 7%	68 7%	73 7%	49 20%	29 9%	33 9%	15 4%	7 2%	8 2%	24 4%	48 8%	33 8%	36 8%	123 7%	31 6%	35 6%	38 7%	20 7%	17 10%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 19

**Q.EX2. Which of the following would you say are the most important British values?**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Democrat
Unweighted base	2034	536	576	120	296	76	55	11	12	11	305	612	494	385
Weighted base	2034	517	572	115	292	70	51	11	12	8	333	600	479	381
Freedom of speech	981 48%	272 53%	273 48%	57 50%	163 56%	35 50%	28 55%	6 53%	5 44%	2 28%	125 38%	322 54%	218 45%	192 51%
Respect for the rule of law	691 34%	222 43%	151 26%	45 39%	128 44%	17 25%	18 34%	2 16%	2 16%	3 38%	86 26%	277 46%	117 24%	119 31%
Fairness	550 27%	145 28%	173 30%	32 27%	80 27%	14 20%	11 22%	4 41%	1 11%	2 29%	80 24%	167 28%	143 30%	108 28%
Tolerance	541 27%	143 28%	173 30%	39 34%	52 18%	36 51%	9 17%	3 26%	3 26%	1 16%	79 24%	162 27%	124 26%	146 38%
A sense of humour	527 26%	113 22%	152 27%	25 21%	90 31%	20 29%	16 31%	3 25%	5 39%	2 21%	80 24%	143 24%	130 27%	90 24%
Equality	486 24%	101 19%	176 31%	33 29%	41 14%	20 28%	15 28%	4 35%	4 33%	1 8%	81 24%	94 16%	136 28%	113 30%
Politeness	441 22%	112 22%	109 19%	28 24%	62 21%	15 22%	9 17%	2 22%	7 56%	1 16%	71 21%	126 21%	82 17%	72 19%
Political freedom	415 20%	119 23%	119 21%	16 14%	73 25%	15 21%	13 25%	3 26%	4 36%	2 23%	48 14%	137 23%	103 22%	82 22%
Responsibility	287 14%	95 18%	68 12%	12 11%	38 13%	7 11%	5 10%	1 6%	1 8%	1 13%	51 15%	102 17%	58 12%	48 13%
Religious freedom	253 12%	65 13%	64 11%	16 14%	41 14%	11 16%	7 13%	- -	- -	1 17%	44 13%	81 13%	61 13%	48 13%
Aspiration	71 3%	21 4%	28 5%	8 7%	10 3%	- -	* 1%	- -	- -	- -	6 2%	30 5%	20 4%	8 2%
Curiosity	45 2%	8 1%	16 3%	3 3%	6 2%	3 4%	1 2%	1 7%	- -	- -	7 2%	12 2%	12 3%	8 2%
Don't know	141 7%	17 3%	36 6%	3 3%	13 5%	2 3%	4 8%	1 8%	- -	2 25%	53 16%	18 3%	37 8%	17 5%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 19

**Q.EX2. Which of the following would you say are the most important British values?****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	Plaid Cymru	BNP	Other	Refused	Don't know
Unweighted base	2034	588	542	168	152	57	51	11	9	32	49	375
Weighted base	2034	570	516	176	144	55	49	10	10	33	51	419
Freedom of speech	981 48%	267 47%	281 55%	96 55%	73 51%	28 51%	26 52%	6 57%	9 85%	12 37%	11 22%	171 41%
Respect for the rule of law	691 34%	160 28%	238 46%	79 45%	53 37%	8 15%	16 32%	4 37%	6 53%	13 40%	13 26%	102 24%
Fairness	550 27%	170 30%	152 29%	41 23%	35 24%	9 16%	11 23%	4 36%	- -	7 20%	6 12%	115 28%
Tolerance	541 27%	159 28%	138 27%	22 13%	56 39%	23 42%	10 20%	3 29%	2 14%	13 41%	15 29%	100 24%
A sense of humour	527 26%	151 27%	118 23%	67 38%	28 19%	14 26%	13 26%	3 32%	1 6%	12 38%	8 16%	112 27%
Equality	486 24%	176 31%	87 17%	29 17%	39 27%	22 39%	14 28%	1 9%	3 26%	9 26%	9 18%	97 23%
Politeness	441 22%	112 20%	111 22%	39 22%	34 24%	14 25%	7 14%	2 22%	2 15%	6 18%	9 18%	106 25%
Political freedom	415 20%	115 20%	119 23%	45 26%	30 21%	11 20%	11 23%	3 30%	5 46%	3 9%	8 16%	65 16%
Responsibility	287 14%	69 12%	94 18%	25 14%	14 10%	2 3%	5 10%	1 6%	4 40%	5 15%	7 14%	60 14%
Religious freedom	253 12%	70 12%	78 15%	16 9%	20 14%	12 22%	8 16%	- -	- -	3 8%	7 13%	39 9%
Aspiration	71 3%	28 5%	23 4%	6 3%	7 5%	- -	* 1%	- -	- -	- -	- -	7 2%
Curiosity	45 2%	14 3%	6 1%	2 1%	4 3%	1 2%	1 2%	1 7%	- -	- -	2 4%	13 3%
Don't know	141 7%	32 6%	13 3%	7 4%	5 4%	3 6%	5 11%	1 8%	- -	2 5%	16 31%	56 13%

## Voting Intentions Survey

### ONLINE Fieldwork : 11th - 13th June 2014

Absolutes/col percents

Table 19

**Q.EX2. Which of the following would you say are the most important British values?****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	2034	190	105	237	176	200	104	178	258	273	162	151
Weighted base	2034	177	91*	238	179	188	108*	192	255	262	186	159
Freedom of speech	981 48%	89 50%	38 42%	126 53%	92 52%	82 44%	52 48%	87 45%	125 49%	125 48%	83 44%	81 51%
Respect for the rule of law	691 34%	63 35%F	27 30%	76 32%	66 37%F	76 41%FH	22 21%	85 44%BCF HJ	72 28%	91 35%F	57 31%	56 35%F
Fairness	550 27%	42 24%	22 24%	57 24%	48 27%	47 25%	35 33%K	62 32%K	73 29%	77 29%	53 29%	32 20%
Tolerance	541 27%	33 19%	23 25%	61 26%	45 25%	47 25%	29 27%	38 20%	96 38%ABC DEGIK	72 28%	64 34%AGK	33 21%
A sense of humour	527 26%	49 28%	21 23%	63 26%	47 26%	45 24%	25 24%	47 24%	59 23%	67 26%	58 31%	46 29%
Equality	486 24%	38 22%	20 21%	64 27%I	43 24%	53 28%I	29 27%	41 21%	67 26%I	46 17%	44 24%	42 26%
Politeness	441 22%	34 19%	20 22%	43 18%	45 25%	39 21%	22 20%	42 22%	43 17%	64 25%	45 24%	43 27%H
Political freedom	415 20%	38 22%	17 18%	45 19%	45 25%	43 23%	21 20%	31 16%	58 23%	51 19%	31 16%	36 23%
Responsibility	287 14%	18 10%	10 11%	36 15%	32 18%H	26 14%	17 16%	25 13%	27 10%	45 17%H	34 18%H	17 11%
Religious freedom	253 12%	20 11%	12 13%	24 10%	23 13%	31 17%G	15 13%	16 8%	29 11%	41 15%	21 11%	23 15%
Aspiration	71 3%	10 6%C	1 1%	2 1%	8 4%C	4 2%	6 6%C	4 2%	18 7%BCEI	6 2%	6 3%	6 4%C
Curiosity	45 2%	2 1%	2 2%	8 3%	4 2%	6 3%	3 2%	2 1%	8 3%	5 2%	4 2%	1 1%
Don't know	141 7%	17 10%DE	13 14%DEHJ	21 9%DE	4 2%	6 3%	10 10%DE	18 10%DE	13 5%	18 7%	9 5%	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**