

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 th December	26 th November	17 th November	29 th October	20 th October	1 st October
Conservative	29%	32%	29%	28%	32%	33%
Labour	36%	37%	35%	36%	35%	37%
Liberal Democrat	8%	9%	10%	11%	9%	11%
UKIP	18%	11%	17%	12%	16%	11%
Other	9%	11%	9%	13%	8%	8%

METHODOLOGY NOTE

ComRes interviewed 2,027 British adults online between 11th and 13th December 2013. 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

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

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Conservative	598 29%	312 31%	285 28%	36 15%	66 20%	99 26%	101 29%	109 36%	186 44%	215 40%	163 28%	135 32%	84 18%	576 31%	191 37%	189 35%	118 23%	78 27%	21 12%
Labour	472 23%	237 24%	235 23%	47 19%	85 26%	105 27%	88 26%	65 21%	82 19%	100 18%	126 21%	104 24%	143 30%	411 22%	98 19%	96 18%	154 30%	63 21%	61 34%
Liberal Democrat	377 19%	189 19%	188 18%	42 17%	58 18%	63 16%	63 18%	55 18%	97 23%	113 21%	102 17%	74 17%	89 19%	349 19%	87 17%	92 17%	97 19%	73 25%	28 16%
Other	158 8%	87 9%	71 7%	9 3%	9 3%	25 7%	32 9%	45 15%	38 9%	33 6%	41 7%	40 9%	44 9%	123 7%	34 7%	37 7%	22 4%	30 10%	35 20%
Did not vote	341 17%	143 14%	198 19%	101 41%	92 28%	66 17%	49 14%	19 6%	15 3%	62 11%	131 22%	58 14%	89 19%	319 17%	82 16%	94 18%	101 20%	42 14%	22 12%
Don't remember	48 2%	15 1%	33 3%	7 3%	10 3%	18 5%	6 2%	4 1%	3 1%	11 2%	15 3%	8 2%	14 3%	37 2%	8 1%	16 3%	9 2%	4 1%	10 6%
Refused	34 2%	9 1%	25 2%	6 2%	6 2%	8 2%	6 2%	7 2%	1 *	10 2%	10 2%	7 2%	7 1%	33 2%	14 3%	9 2%	8 2%	3 1%	1 1%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Conservative	598 29%	409 85%	23 4%	6 4%	109 36%	6 8%	1 3%	-	3 29%	1 8%	51 17%	598 100%	-	-
Labour	472 23%	13 3%	384 63%	3 2%	26 8%	7 10%	7 16%	1 15%	3 24%	-	27 9%	-	472 100%	-
Liberal Democrat	377 19%	22 5%	107 18%	108 78%	55 18%	25 36%	7 16%	1 7%	2 13%	2 32%	53 18%	-	-	377 100%
Other	158 8%	3 1%	15 2%	1 1%	73 24%	19 28%	24 53%	7 78%	3 22%	3 41%	10 3%	-	-	-
Did not vote	341 17%	30 6%	70 12%	17 12%	32 11%	7 10%	3 6%	-	1 5%	1 9%	117 39%	-	-	-
Don't remember	48 2%	2 *	7 1%	1 1%	8 3%	5 7%	2 5%	-	1 7%	1 11%	16 5%	-	-	-
Refused	34 2%	1 *	-	2 1%	3 1%	1 2%	-	-	-	-	27 9%	-	-	-

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Conservative	598 29%	37 6%	453 84%	9 5%	30 20%	3 7%	- -	3 20%	- -	3 9%	9 19%	49 15%
Labour	472 23%	397 63%	6 1%	4 2%	16 10%	5 11%	5 10%	1 5%	1 14%	3 9%	2 4%	32 10%
Liberal Democrat	377 19%	85 13%	24 4%	133 77%	25 17%	15 31%	7 15%	2 10%	1 7%	9 27%	6 13%	71 22%
Other	158 8%	18 3%	12 2%	1 1%	50 33%	14 28%	28 58%	4 25%	7 79%	8 25%	2 4%	15 4%
Did not vote	341 17%	87 14%	40 7%	22 13%	24 16%	9 19%	6 12%	3 16%	- -	9 27%	5 10%	136 41%
Don't remember	48 2%	6 1%	5 1%	2 1%	4 3%	2 4%	3 5%	4 24%	- -	- -	1 3%	21 6%
Refused	34 2%	1 *	1 *	1 1%	2 1%	- -	- -	- -	- -	1 2%	23 47%	6 2%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Conservative	598 29%	21 12%	17 19%	58 24%A	43 24%A	73 39%ABC DJ	29 27%A	67 35%ABC D	91 36%ABC D	101 39%ABC DJ	49 26%A	49 32%AB
Labour	472 23%	61 34%EGI J	33 36%EGI JK	69 29%EGI	52 29%EGI	33 18%	25 23%I	27 14%	64 25%GI	33 13%	38 21%	36 23%I
Liberal Democrat	377 19%	28 16%	20 22%	41 17%	36 20%	23 12%	19 18%	41 22%E	38 15%	49 19%	54 29%ACE HIK	27 17%
Other	158 8%	35 20%BCDE GHIJK	6 6%	6 3%	10 5%	15 8%CK	18 16%BCD HJK	19 10%CHK	10 4%	24 9%CHK	12 6%	3 2%
Did not vote	341 17%	22 12%	14 15%	56 23%A	31 17%	36 19%	15 14%	31 16%	39 16%	42 16%	27 15%	28 18%
Don't remember	48 2%	10 6%CEFI	* *	3 1%	6 3%	1 *	1 *	4 2%	5 2%	2 1%	4 2%	12 8%BCEFGHU
Refused	34 2%	1 1%	1 1%	6 2%	1 1%	6 3%	2 2%	2 1%	5 2%	8 3%	1 1%	1 1%

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

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

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164	
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179	
Absolutely certain to vote	(10)	1120	596	524	80	120	186	206	212	316	312	314	241	253	1006	266	281	291	168	114
		55%	60%	51%	33%	37%	48%	60%	70%	75%	57%	53%	57%	54%	54%	52%	53%	57%	57%	64%
	(9)	247	127	120	30	34	48	52	25	57	78	64	40	66	229	64	76	49	40	19
		12%	13%	12%	12%	11%	13%	15%	8%	14%	14%	11%	9%	14%	12%	12%	14%	10%	14%	10%
	(8)	185	86	99	35	49	48	19	19	16	45	49	53	38	169	44	58	44	23	17
		9%	9%	10%	14%	15%	13%	5%	6%	4%	8%	8%	13%	8%	9%	9%	11%	9%	8%	9%
	(7)	100	45	55	25	22	17	15	13	8	29	27	26	18	96	36	32	17	11	4
		5%	5%	5%	10%	7%	4%	4%	4%	2%	5%	5%	6%	4%	5%	7%	6%	3%	4%	2%
	(6)	47	22	26	12	13	11	6	4	1	13	18	6	11	42	16	12	10	4	5
		2%	2%	2%	5%	4%	3%	2%	1%	*	2%	3%	1%	2%	2%	3%	2%	2%	1%	3%
	(5)	59	23	36	18	17	8	4	4	8	14	19	12	15	54	21	12	15	6	5
		3%	2%	3%	7%	5%	2%	1%	1%	2%	3%	3%	3%	3%	3%	4%	2%	3%	2%	3%
	(4)	26	10	16	4	6	7	6	2	-	4	11	3	8	25	10	6	4	4	1
		1%	1%	2%	2%	2%	2%	2%	1%	-	1%	2%	1%	2%	1%	2%	1%	1%	1%	*
	(3)	20	7	13	5	9	2	3	*	-	5	9	5	2	20	3	5	8	4	-
		1%	1%	1%	2%	3%	1%	1%	*	-	1%	1%	1%	*	1%	1%	1%	2%	1%	-
	(2)	30	15	15	8	7	6	6	3	-	8	12	2	8	28	6	7	9	7	2
		1%	2%	1%	3%	2%	2%	2%	1%	-	1%	2%	*	2%	2%	1%	1%	2%	2%	1%
Certain not to vote	(1)	90	36	54	10	29	23	17	9	2	14	33	19	23	85	22	16	35	12	5
		4%	4%	5%	4%	9%	6%	5%	3%	1%	3%	6%	4%	5%	5%	4%	3%	7%	4%	3%
Refused		10	2	8	1	3	4	1	1	-	1	5	2	1	9	2	5	3	-	1
		*	*	1%	*	1%	1%	*	*	-	*	1%	1%	*	*	*	1%	1%	-	1%
Don't know		92	23	69	18	16	25	9	11	13	21	28	17	26	85	23	25	24	14	7
		5%	2%	7%	7%	5%	6%	3%	4%	3%	4%	5%	4%	6%	5%	4%	5%	5%	5%	4%
Mean		8.57	8.76	8.38	7.67	7.55	8.34	8.70	9.12	9.56	8.81	8.32	8.66	8.53	8.53	8.46	8.67	8.41	8.62	8.98
Standard deviation		2.43	2.26	2.57	2.60	2.96	2.60	2.45	2.01	1.13	2.13	2.68	2.31	2.50	2.46	2.40	2.20	2.74	2.48	2.05
Standard error		0.06	0.07	0.09	0.19	0.16	0.13	0.13	0.11	0.06	0.08	0.12	0.14	0.12	0.06	0.11	0.10	0.12	0.15	0.16

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Absolutely certain to vote	(10) 1120 55%	323 67%	405 67%	67 49%	207 68%	41 60%	31 68%	7 80%	9 74%	2 27%	56 18%	405 68%	320 68%	212 56%
	(9) 247 12%	68 14%	85 14%	25 18%	45 15%	7 10%	4 10%	1 10%	1 7%	1 13%	22 7%	79 13%	67 14%	48 13%
	(8) 185 9%	57 12%	54 9%	24 17%	22 7%	4 5%	7 15%	1 10%	- -	2 27%	24 8%	55 9%	34 7%	49 13%
	(7) 100 5%	11 2%	25 4%	15 11%	21 7%	7 11%	- -	- -	- -	* 6%	25 8%	12 2%	14 3%	30 8%
	(6) 47 2%	9 2%	15 2%	5 4%	3 1%	5 7%	1 3%	- -	1 12%	1 12%	9 3%	6 1%	8 2%	8 2%
	(5) 59 3%	12 3%	21 3%	2 1%	7 2%	4 6%	1 3%	- -	1 7%	1 15%	14 5%	10 2%	10 2%	9 2%
	(4) 26 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	14 5%	4 1%	2 *	4 1%
	(3) 20 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	5 2%	4 1%	1 *	- -
	(2) 30 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	15 5%	4 1%	3 1%	- -
Certain not to vote	(1) 90 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	55 18%	3 *	6 1%	4 1%
Refused	10 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	9 3%	1 *	- -	- -
Don't know	92 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	54 18%	15 2%	7 1%	13 4%
Mean	8.57	9.35	9.29	8.93	9.34	8.85	9.31	9.71	9.11	7.90	5.86	9.29	9.23	8.97
Standard deviation	2.43	1.16	1.27	1.28	1.18	1.67	1.25	0.67	1.79	1.90	3.51	1.50	1.63	1.64
Standard error	0.06	0.05	0.05	0.11	0.07	0.20	0.20	0.24	0.52	0.60	0.23	0.06	0.07	0.09

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base		2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base		2027	633	539	172	151	49	48	16	9	31	49	330
Absolutely certain to vote	(10)	1120 55%	392 62%	359 67%	83 48%	98 65%	32 66%	32 66%	9 55%	7 81%	11 36%	21 44%	76 23%
	(9)	247 12%	86 14%	63 12%	31 18%	23 15%	3 6%	5 10%	1 8%	1 9%	4 12%	6 12%	25 8%
	(8)	185 9%	59 9%	45 8%	26 15%	6 4%	1 2%	6 12%	* 3%	1 9%	5 15%	1 2%	35 11%
	(7)	100 5%	19 3%	19 3%	10 6%	13 9%	5 10%	- -	- -	- -	1 4%	5 9%	29 9%
	(6)	47 2%	12 2%	10 2%	3 2%	3 2%	3 5%	1 3%	- -	- -	2 5%	1 2%	12 4%
	(5)	59 3%	17 3%	16 3%	2 1%	5 3%	- -	1 3%	1 5%	- -	1 3%	2 4%	14 4%
	(4)	26 1%	6 1%	4 1%	7 4%	- -	- -	- -	- -	- -	1 2%	- -	8 2%
	(3)	20 1%	4 1%	2 *	2 1%	- -	- -	- -	- -	- -	* 2%	- -	11 3%
	(2)	30 1%	5 1%	7 1%	- -	- -	- -	- -	2 9%	- -	- -	- -	17 5%
Certain not to vote	(1)	90 4%	21 3%	6 1%	* *	1 1%	4 8%	3 5%	- -	- -	6 18%	3 7%	46 14%
Refused		10 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	6 13%	4 1%
Don't know		92 5%	11 2%	9 2%	8 5%	1 1%	1 3%	1 2%	3 20%	- -	1 2%	4 7%	53 16%
Mean		8.57	8.89	9.11	8.82	9.18	8.63	8.92	8.60	9.72	7.13	8.31	6.42
Standard deviation		2.43	2.12	1.79	1.69	1.51	2.63	2.25	2.79	0.66	3.42	2.72	3.39
Standard error		0.06	0.08	0.08	0.13	0.13	0.38	0.36	0.77	0.23	0.60	0.46	0.21

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	2027	164	97	249	179	189	114	178	254	288	166	149	
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157	
Absolutely certain to vote	(10)	1120 55%	114 64%CGH	61 67%CGH	124 52%	106 59%	100 53%	60 55%	95 50%	127 50%	140 54%	108 58%	86 55%
	(9)	247 12%	19 10%	8 9%	24 10%	17 10%	25 13%	15 14%	30 16%	40 16%	24 9%	24 13%	21 14%
	(8)	185 9%	17 9%	7 8%	18 7%	19 11%	22 12%	9 8%	24 13%	23 9%	21 8%	14 8%	11 7%
	(7)	100 5%	4 2%	2 3%	10 4%	4 2%	10 5%	4 4%	13 7%	17 7%AD	19 7%AD	7 4%	9 5%
	(6)	47 2%	5 3%	2 3%	3 1%	4 2%	4 2%	2 2%	4 2%	5 2%	11 4%	2 1%	4 2%
	(5)	59 3%	5 3%	4 4%	6 3%	5 3%	7 4%	2 2%	2 1%	6 3%	15 6%G	4 2%	3 2%
	(4)	26 1%	1 *	-	3 1%	2 1%	-	-	6 3%E	5 2%	6 2%	4 2%	1 1%
	(3)	20 1%	-	-	4 2%	4 2%	-	2 1%	3 2%	1 *	2 1%	3 1%	2 1%
	(2)	30 1%	2 1%	1 1%	6 3%	2 1%	4 2%	3 2%	1 1%	2 1%	4 2%	4 2%	1 1%
Certain not to vote	(1)	90 4%	5 3%	5 5%	25 10%A DEG JK	5 3%	6 3%	4 4%	5 2%	14 5%	8 3%	8 4%	6 4%
Refused	10 *	1 1%	* *	2 1%	1 *	2 1%	-	1 *	-	2 1%	-	-	2 1%
Don't know	92 5%	7 4%	1 1%	13 5%	10 6%	8 4%	7 6%	6 3%	13 5%	10 4%	7 4%	11 7%	
Mean	8.57	8.98CI	8.80C	7.99	8.75C	8.68C	8.64	8.62C	8.50	8.43	8.60	8.73C	
Standard deviation	2.43	2.05	2.39	3.13	2.26	2.22	2.43	2.14	2.43	2.38	2.51	2.27	
Standard error	0.06	0.16	0.25	0.20	0.17	0.17	0.23	0.16	0.16	0.14	0.20	0.19	

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 December 2013

Absolutes/col percents

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	1768	953	815	157	279	341	332	298	361	683	472	250	363	1618	473	456	447	242	150
Weighted base	1759	899	860	201	256	318	302	276	406	490	491	376	402	1596	448	469	426	252	163
Labour	558 32%	273 30%	286 33%	86 43%	100 39%	104 33%	105 35%	71 26%	93 23%	130 27%	156 32%	118 31%	154 38%	500 31%	111 25%	130 28%	186 44%	74 29%	59 36%
Conservative	429 24%	222 25%	207 24%	32 16%	54 21%	74 23%	75 25%	67 24%	127 31%	156 32%	122 25%	86 23%	65 16%	409 26%	131 29%	135 29%	82 19%	60 24%	20 12%
UKIP	285 16%	162 18%	123 14%	20 10%	14 6%	41 13%	52 17%	54 19%	103 25%	59 12%	62 13%	93 25%	70 17%	277 17%	66 15%	93 20%	71 17%	48 19%	8 5%
Lib Dem	105 6%	62 7%	44 5%	17 8%	18 7%	18 6%	10 3%	17 6%	26 6%	40 8%	31 6%	15 4%	19 5%	98 6%	32 7%	25 5%	17 4%	24 10%	7 4%
Green	59 3%	27 3%	32 4%	14 7%	11 4%	11 3%	8 3%	12 4%	4 1%	13 3%	24 5%	11 3%	11 3%	57 4%	22 5%	9 2%	13 3%	13 5%	2 2%
SNP	42 2%	27 3%	15 2%	- -	4 1%	11 3%	6 2%	12 4%	9 2%	8 2%	13 3%	8 2%	13 3%	- -	- -	- -	- -	- -	42 26%
BNP	12 1%	10 1%	1 *	- -	5 2%	2 1%	3 1%	1 1%	- -	1 *	3 1%	3 1%	4 1%	11 1%	1 *	2 *	5 1%	2 1%	1 1%
Plaid Cymru	9 1%	7 1%	2 *	- -	2 1%	1 *	5 2%	1 *	- -	2 *	2 1%	5 1%	- -	9 1%	- -	- -	- -	9 4%	- -
Other	6 *	4 *	2 *	- -	1 1%	3 1%	1 *	- -	1 *	4 1%	1 *	- -	1 *	6 *	2 *	2 *	- -	2 1%	- -
Refused	25 1%	9 1%	16 2%	4 2%	2 1%	7 2%	3 1%	9 3%	- -	6 1%	8 2%	8 2%	3 1%	25 2%	14 3%	5 1%	6 1%	- -	- -
Don't know	229 13%	96 11%	133 15%	29 14%	45 17%	47 15%	34 11%	31 11%	44 11%	71 14%	69 14%	29 8%	60 15%	205 13%	70 16%	68 14%	47 11%	20 8%	24 15%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	1768	497	621	141	279	70	39	8	12	10	153	587	465	356
Weighted base	1759	479	605	139	306	69	45	9	12	7	149	566	453	356
Labour	558 32%	-	558 92%	-	-	-	-	-	-	-	-	19 3%	365 81%	93 26%
Conservative	429 24%	429 90%	-	-	-	-	-	-	-	-	-	372 66%	10 2%	19 5%
UKIP	285 16%	-	-	-	285 93%	-	-	-	-	-	-	104 18%	25 6%	48 14%
Lib Dem	105 6%	-	-	105 76%	-	-	-	-	-	-	-	5 1%	2 1%	85 24%
Green	59 3%	-	-	-	-	59 86%	-	-	-	-	-	5 1%	7 2%	20 6%
SNP	42 2%	-	-	-	-	-	42 93%	-	-	-	-	-	7 2%	6 2%
BNP	12 1%	-	-	-	-	-	-	-	12 100%	-	-	3 1%	3 1%	2 *
Plaid Cymru	9 1%	-	-	-	-	-	-	9 100%	-	-	-	-	1 *	1 *
Other	6 *	-	-	-	-	-	-	-	-	6 83%	-	-	-	2 1%
Refused	25 1%	1 *	1 *	2 1%	-	-	-	-	-	-	22 15%	5 1%	-	3 1%
Don't know	229 13%	50 10%	46 8%	31 23%	21 7%	10 14%	3 7%	-	-	1 17%	127 85%	54 10%	32 7%	78 22%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1768	593	520	162	137	38	46	12	8	25	31	196
Weighted base	1759	585	511	155	149	45	43	12	9	24	35	191
Labour	558 32%	470 80%	5 1%	11 7%	3 2%	7 16%	7 17%	2 13%	3 32%	3 11%	4 11%	44 23%
Conservative	429 24%	16 3%	372 73%	12 8%	5 4%	1 3%	-	-	-	1 5%	1 2%	20 10%
UKIP	285 16%	34 6%	71 14%	6 4%	132 89%	-	-	1 5%	-	5 21%	3 10%	33 17%
Lib Dem	105 6%	6 1%	4 1%	88 57%	2 1%	-	2 4%	-	-	-	-	4 2%
Green	59 3%	10 2%	7 1%	6 4%	-	-	31 73%	-	-	4 16%	* 1%	2 1%
SNP	42 2%	5 1%	-	-	-	32 73%	-	-	-	-	1 3%	3 2%
BNP	12 1%	1 *	-	-	2 1%	-	-	9 78%	-	-	-	-
Plaid Cymru	9 1%	-	3 1%	-	-	-	-	-	6 68%	-	-	-
Other	6 *	-	-	1 1%	-	-	-	-	-	3 13%	-	2 1%
Refused	25 1%	-	1 *	1 1%	-	-	-	-	-	-	22 63%	1 1%
Don't know	229 13%	45 8%	49 10%	30 19%	4 3%	4 9%	3 7%	* 4%	-	8 34%	4 11%	82 43%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1768	150	90	203	154	169	99	158	219	254	143	129
Weighted base	1759	163	85*	186	156	167	93*	168	219	229	159	134
Labour	558 32%	59 36%GI	43 51%AEF GHIJK	81 44%EGH IJK	62 40%GI	50 30%I	29 31%I	40 24%	66 30%I	45 20%	45 28%	40 30%I
Conservative	429 24%	20 12%	13 15%	51 28%ABD	18 11%	38 22%AD	22 24%AD	57 34%ABD E	62 28%ABD	69 30%ABD	38 24%AD	41 30%ABD
UKIP	285 16%	8 5%	12 15%A	22 12%A	36 23%ACH	42 25%ACH	14 15%A	29 17%A	22 10%	44 19%AH	34 21%ACH	22 16%A
Lib Dem	105 6%	7 4%	1 2%	8 4%	8 5%	7 4%	6 7%	14 8%	17 8%	15 7%	18 11%ABCE K	5 3%
Green	59 3%	2 2%	2 2%	6 3%	5 3%	1 *	5 6%E	6 3%	13 6%E	9 4%E	8 5%E	2 2%
SNP	42 2%	42 26%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
BNP	12 1%	1 1%	1 1%	2 1%	3 2%	2 1%	-	-	1 *	1 *	2 1%	-
Plaid Cymru	9 1%	-	-	-	-	-	9 10%ABCD EGHIJK	-	-	-	-	-
Other	6 *	-	-	-	-	1 *	-	1 *	-	2 1%	2 1%	1 1%
Refused	25 1%	-	2 2%	2 1%	2 1%	2 1%	-	2 1%	8 3%AJ	6 3%	-	2 2%
Don't know	229 13%	24 15%C	11 13%	14 7%	23 15%C	26 15%C	7 8%	20 12%	31 14%C	38 17%CJ	13 8%	22 16%C

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 December 2013

Absolutes/col percents

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	516	210	306	67	117	120	91	66	55	172	162	56	126	479	154	133	134	58	37
Weighted base	522	198	324	79	116	121	79	68	60	130	175	86	131	482	148	138	135	62	40
Labour	75 14%	34 17%	41 13%	9 11%	18 15%	18 15%	9 12%	12 18%	9 15%	9 7%	32 18%	12 14%	22 17%	68 14%	19 13%	12 8%	27 20%	11 17%	7 17%
Conservative	48 9%	20 10%	28 9%	17 22%	11 9%	8 6%	3 4%	8 11%	2 3%	17 13%	18 10%	4 4%	9 7%	48 10%	17 11%	11 8%	17 13%	3 5%	-
UKIP	31 6%	16 8%	16 5%	-	6 5%	8 7%	10 12%	2 3%	6 10%	11 8%	8 5%	3 3%	9 7%	31 6%	5 3%	18 13%	4 3%	4 7%	1 2%
Lib Dem	30 6%	9 4%	21 7%	4 5%	8 7%	4 3%	5 7%	3 5%	5 9%	8 6%	11 6%	1 1%	9 7%	30 6%	15 10%	7 5%	4 3%	4 6%	-
Green	17 3%	4 2%	13 4%	3 4%	2 2%	2 1%	5 6%	2 3%	4 7%	7 5%	4 2%	2 2%	5 4%	17 4%	7 5%	8 6%	2 2%	-	-
SNP	6 1%	1 *	6 2%	2 3%	-	2 2%	-	1 1%	1 2%	-	2 1%	-	4 3%	-	-	-	-	-	6 16%
BNP	5 1%	2 1%	3 1%	-	1 *	3 2%	2 2%	-	-	-	-	3 3%	2 2%	5 1%	1 *	3 2%	2 1%	-	-
Plaid Cymru	1 *	-	1 *	-	1 1%	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 1%	-
Other	7 1%	4 2%	3 1%	2 2%	1 1%	1 1%	2 3%	-	1 1%	2 1%	2 1%	-	4 3%	7 1%	5 3%	-	2 1%	* 1%	-
Refused	33 6%	10 5%	22 7%	6 7%	4 3%	5 4%	5 6%	13 19%	-	7 5%	11 6%	10 12%	5 3%	30 6%	14 9%	8 6%	8 6%	1 2%	2 5%
Don't know	269 52%	98 50%	171 53%	36 46%	66 57%	71 58%	38 49%	26 39%	32 54%	68 53%	87 50%	52 60%	62 47%	245 51%	67 45%	73 53%	68 51%	38 61%	24 60%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	516	53	46	34	20	8	3	-	-	2	303	97	55	99
Weighted base	522	50	47	33	21	10	3	-	-	1	302	91	51	102
Labour	75 14%	-	28 59%	-	-	-	-	-	-	-	-	5 5%	20 40%	10 10%
Conservative	48 9%	20 40%	-	-	-	-	-	-	-	-	-	21 23%	1 3%	5 5%
UKIP	31 6%	-	-	-	21 100%	-	-	-	-	-	-	8 9%	1 2%	7 7%
Lib Dem	30 6%	-	-	22 67%	-	-	-	-	-	-	-	2 2%	-	17 17%
Green	17 3%	-	-	-	-	10 100%	-	-	-	-	-	2 3%	-	8 8%
SNP	6 1%	-	-	-	-	-	3 100%	-	-	-	-	1 1%	-	1 1%
BNP	5 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	-	-	-	-	-	-	1 1%	-
Other	7 1%	-	-	-	-	-	-	-	-	1 100%	-	1 1%	1 1%	1 1%
Refused	33 6%	-	-	1 3%	-	-	-	-	-	-	33 11%	5 6%	-	3 3%
Don't know	269 52%	30 60%	19 41%	10 30%	-	-	-	-	-	-	269 89%	46 51%	27 53%	50 49%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	Green	SNP	UKIP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	516	89	82	45	7	6	9	4	-	16	38	220
Weighted base	522	92	78	47	8	7	7	5	-	16	40	222
Labour	75 14%	53 58%	3 3%	3 7%	-	1 14%	-	-	-	-	1 3%	14 6%
Conservative	48 9%	1 2%	30 39%	-	-	-	-	-	-	-	-	16 7%
UKIP	31 6%	5 5%	6 7%	2 4%	-	-	5 71%	-	-	2 11%	-	13 6%
Lib Dem	30 6%	1 1%	3 4%	19 39%	-	-	1 18%	-	-	-	1 2%	5 2%
Green	17 3%	3 3%	-	4 8%	5 59%	-	-	-	-	2 16%	1 2%	3 1%
SNP	6 1%	-	-	1 2%	-	2 21%	-	-	-	-	-	4 2%
BNP	5 1%	-	-	-	-	-	5 91%	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	-	-	-	-	-	1 *
Other	7 1%	1 2%	-	1 2%	-	-	-	-	-	4 24%	-	1 *
Refused	33 6%	-	-	1 2%	-	1 16%	-	-	-	-	29 73%	2 1%
Don't know	269 52%	28 30%	36 46%	17 36%	3 41%	4 49%	1 11%	* 9%	-	8 49%	8 21%	164 74%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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

	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	516	37	20	65	49	50	23	42	71	83	35	41
Weighted base	522	40*	19**	68*	48*	47*	23**	44*	73*	75*	39**	47*
Labour	75 14%	7 17%	5 25%	11 16%	12 25%G	5 10%	4 19%	2 5%	10 14%	9 11%	6 17%	5 10%
Conservative	48 9%	-	2 10%	10 15%A	6 12%A	5 11%	2 8%	5 11%	8 11%	9 12%A	1 3%	1 2%
UKIP	31 6%	1 2%	1 8%	2 2%	1 2%	5 12%	1 2%	6 14%CI	3 4%	2 3%	4 9%	6 13%
Lib Dem	30 6%	-	* 2%	1 2%	3 6%	1 2%	2 9%	3 7%	8 10%	7 10%	2 4%	3 7%
Green	17 3%	-	1 5%	1 2%	-	2 3%	-	2 4%	3 4%	5 6%	-	4 9%
SNP	6 1%	6 16% CDEG HIK	-	-	-	-	-	-	-	-	-	-
BNP	5 1%	-	-	2 2%	-	-	-	-	-	1 1%	-	3 6%
Plaid Cymru	1 *	-	-	-	-	-	1 3%	-	-	-	-	-
Other	7 1%	-	1 5%	1 2%	-	-	* 2%	-	2 2%	3 4%	-	-
Refused	33 6%	2 5%	* 3%	3 5%	4 8%	3 7%	-	2 5%	7 9%	7 9%	1 3%	2 5%
Don't know	269 52%	24 60%	8 44%	37 55%	22 47%	26 55%	13 57%	24 54%	34 47%	33 44%	25 64%	23 49%

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 December 2013

Absolutes/col percents

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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Labour	633 31%	320 32%	312 30%	91 37%	101 31%	120 31%	113 33%	84 28%	124 29%	138 25%	173 29%	144 34%	178 38%	576 31%	145 28%	136 26%	225 44%	69 24%	57 32%
Conservative	539 27%	282 28%	257 25%	41 17%	60 18%	83 21%	86 25%	88 29%	182 43%	194 36%	158 27%	108 25%	79 17%	516 28%	170 33%	169 32%	100 20%	77 26%	23 13%
Lib Dem	172 8%	88 9%	84 8%	20 8%	25 8%	28 7%	21 6%	34 11%	43 10%	64 12%	50 9%	17 4%	41 9%	162 9%	54 11%	42 8%	32 6%	33 11%	10 6%
UKIP	151 7%	85 9%	66 6%	18 7%	15 5%	24 6%	29 9%	28 9%	37 9%	27 5%	30 5%	51 12%	44 9%	148 8%	35 7%	53 10%	33 7%	27 9%	3 2%
Green	49 2%	21 2%	27 3%	12 5%	11 3%	7 2%	8 2%	8 3%	2 1%	14 3%	19 3%	7 2%	8 2%	46 3%	11 2%	13 2%	10 2%	12 4%	2 1%
SNP	48 2%	27 3%	21 2%	1 *	7 2%	7 2%	6 2%	14 5%	12 3%	7 1%	17 3%	7 2%	16 3%	- -	- -	- -	- -	- -	48 27%
BNP	16 1%	10 1%	6 1%	- -	7 2%	5 1%	4 1%	1 *	- -	2 *	5 1%	5 1%	5 1%	16 1%	1 *	5 1%	9 2%	1 *	1 *
Plaid Cymru	9 *	4 *	5 1%	- -	2 1%	1 *	3 1%	4 1%	- -	2 *	2 *	2 1%	3 1%	9 *	- -	- -	- -	9 3%	- -
Other	31 2%	23 2%	8 1%	1 *	7 2%	9 2%	7 2%	6 2%	3 1%	11 2%	8 1%	3 1%	10 2%	29 2%	7 1%	11 2%	5 1%	7 2%	2 1%
Refused	49 2%	17 2%	32 3%	7 3%	7 2%	11 3%	10 3%	13 4%	1 *	10 2%	18 3%	14 3%	8 2%	46 2%	20 4%	13 2%	10 2%	3 1%	3 2%
Don't know	330 16%	114 12%	215 21%	56 23%	85 26%	91 24%	57 16%	24 8%	18 4%	74 14%	109 18%	68 16%	79 17%	301 16%	70 14%	93 17%	84 16%	55 19%	29 16%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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 Demo- crat
Unweighted base	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Labour	633 31%	17 4%	504 83%	6 5%	39 13%	12 17%	5 12%	-	1 4%	1 8%	28 9%	37 6%	397 84%	85 23%
Conservative	539 27%	414 86%	8 1%	7 5%	74 24%	7 9%	-	3 30%	-	-	36 12%	453 76%	6 1%	24 6%
Lib Dem	172 8%	12 3%	14 2%	113 81%	8 2%	7 10%	1 3%	-	-	1 12%	18 6%	9 2%	4 1%	133 35%
UKIP	151 7%	5 1%	3 1%	3 2%	135 44%	-	-	-	2 18%	-	1 *	30 5%	16 3%	25 7%
Green	49 2%	-	7 1%	2 1%	-	33 48%	-	-	-	-	3 1%	3 1%	5 1%	15 4%
SNP	48 2%	1 *	8 1%	-	-	-	33 74%	-	-	-	5 2%	-	5 1%	7 2%
BNP	16 1%	-	2 *	-	1 *	-	-	-	9 78%	-	* *	3 1%	1 *	2 *
Plaid Cymru	9 *	-	3 *	-	-	-	-	6 70%	-	-	-	-	1 *	1 *
Other	31 2%	1 *	3 *	-	7 2%	6 8%	-	-	-	4 53%	8 3%	3 *	3 1%	9 2%
Refused	49 2%	1 *	5 1%	-	3 1%	* 1%	1 2%	-	-	-	37 12%	9 2%	2 *	6 2%
Don't know	330 16%	27 6%	49 8%	9 6%	40 13%	4 6%	4 10%	-	-	2 27%	166 55%	49 8%	32 7%	71 19%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Labour	633 31%	633 100%	-	-	-	-	-	-	-	-	-	-
Conservative	539 27%	-	539 100%	-	-	-	-	-	-	-	-	-
Lib Dem	172 8%	-	-	172 100%	-	-	-	-	-	-	-	-
UKIP	151 7%	-	-	-	151 100%	-	-	-	-	-	-	-
Green	49 2%	-	-	-	-	49 100%	-	-	-	-	-	-
SNP	48 2%	-	-	-	-	-	48 100%	-	-	-	-	-
BNP	16 1%	-	-	-	-	-	-	16 100%	-	-	-	-
Plaid Cymru	9 *	-	-	-	-	-	-	-	9 100%	-	-	-
Other	31 2%	-	-	-	-	-	-	-	-	31 100%	-	-
Refused	49 2%	-	-	-	-	-	-	-	-	-	49 100%	-
Don't know	330 16%	-	-	-	-	-	-	-	-	-	-	330 100%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Labour	633 31%	57 32%	48 52%AEF GHIJK	98 41%EFG HIJK	79 44%AEF GHIJK	48 26%	27 25%	45 24%	79 31%	67 26%	43 23%	44 28%
Conservative	539 27%	23 13%	13 14%	58 24%A	30 17%	54 29%ABD	30 27%AB	66 35%ABC D	79 31%ABD	91 35%ABC D	47 26%A	49 31%ABD
Lib Dem	172 8%	10 6%	4 5%	14 6%	14 8%	11 6%	8 7%	21 11%	26 10%	28 11%	25 14%ABCE	10 7%
UKIP	151 7%	3 2%	8 9%A	8 3%	17 10%AC	22 12%ACH	8 8%A	18 10%AC	14 6%	20 8%A	19 10%AC	13 8%A
Green	49 2%	2 1%	1 1%	5 2%	3 2%	4 2%	5 5%	4 2%	5 2%	6 2%	7 4%	5 3%
SNP	48 2%	48 27%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
BNP	16 1%	1 *	1 1%	3 1%	5 3%GH	1 1%	-	-	-	1 1%	1 *	3 2%H
Plaid Cymru	9 *	-	-	-	-	-	9 9%ABCD EGHIJK	-	-	-	-	-
Other	31 2%	2 1%	2 2%	2 1%	2 1%	4 2%	2 2%	5 3%	4 1%	3 1%	5 3%	2 1%
Refused	49 2%	3 2%	2 2%	6 2%	3 2%	6 3%	-	2 1%	12 5%F	8 3%	3 2%	4 3%
Don't know	330 16%	29 16%	13 14%	45 19%	26 15%	37 20%	19 18%	29 15%	34 14%	36 14%	35 19%	27 17%

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

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

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	1677	916	761	144	258	313	316	288	358	651	441	238	347	1535	448	428	424	235	142
Weighted base	1547	809	739	158	209	268	274	251	388	435	425	332	357	1403	384	410	379	229	145
Labour	562 36%	272 34%	290 39%	75 48%	96 46%	107 40%	108 39%	74 30%	101 26%	131 30%	155 37%	116 35%	160 45%	500 36%	114 30%	132 32%	182 48%	72 31%	61 43%
Conservative	448 29%	231 29%	217 29%	36 22%	56 27%	73 27%	75 27%	73 29%	135 35%	166 38%	128 30%	85 26%	70 20%	425 30%	140 37%	138 34%	85 22%	61 27%	23 16%
UKIP	286 18%	163 20%	123 17%	17 11%	14 7%	45 17%	52 19%	53 21%	105 27%	61 14%	63 15%	91 27%	71 20%	278 20%	65 17%	95 23%	69 18%	48 21%	8 6%
Lib Dem	124 8%	69 9%	55 7%	16 10%	20 10%	18 7%	14 5%	24 9%	31 8%	48 11%	36 8%	16 5%	25 7%	117 8%	40 10%	28 7%	24 6%	25 11%	7 5%
Green	61 4%	28 3%	33 4%	13 8%	11 5%	10 4%	10 4%	13 5%	5 1%	16 4%	24 6%	10 3%	11 3%	59 4%	21 5%	13 3%	13 3%	12 5%	2 2%
SNP	42 3%	26 3%	16 2%	1 1%	3 1%	10 4%	6 2%	12 5%	10 2%	8 2%	12 3%	8 2%	14 4%	- -	- -	- -	- -	- -	42 29%
BNP	11 1%	9 1%	1 *	- -	5 2%	1 1%	3 1%	1 1%	- -	1 *	3 1%	2 1%	4 1%	10 1%	1 *	2 1%	5 1%	2 1%	1 1%
Plaid Cymru	9 1%	6 1%	2 *	- -	2 1%	1 *	5 2%	1 *	- -	2 *	2 1%	5 1%	- -	9 1%	- -	- -	- -	9 4%	- -
Other	6 *	4 *	2 *	- -	1 1%	2 1%	1 *	- -	1 *	4 1%	* *	- -	1 *	6 *	3 1%	2 *	- -	1 1%	- -

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	1677	497	621	141	279	70	39	8	12	10	62	578	455	327
Weighted base	1547	448	562	124	286	61	42	9	11	6	52	528	420	302
Labour	562 36%	-	562 100%	-	-	-	-	-	-	-	17 32%	21 4%	366 87%	98 33%
Conservative	448 29%	448 100%	-	-	-	-	-	-	-	-	25 48%	386 73%	11 3%	20 7%
UKIP	286 18%	-	-	-	286 100%	-	-	-	-	-	-	105 20%	23 5%	53 17%
Lib Dem	124 8%	-	-	124 100%	-	-	-	-	-	-	10 19%	6 1%	3 1%	99 33%
Green	61 4%	-	-	-	-	61 100%	-	-	-	-	-	6 1%	6 1%	22 7%
SNP	42 3%	-	-	-	-	-	42 100%	-	-	-	-	1 *	7 2%	7 2%
BNP	11 1%	-	-	-	-	-	-	-	11 100%	-	-	3 1%	2 1%	2 1%
Plaid Cymru	9 1%	-	-	-	-	-	-	9 100%	-	-	-	-	1 *	1 *
Other	6 *	-	-	-	-	-	-	-	-	6 100%	-	1 *	-	2 1%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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	Lib Dem	UKIP	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1677	593	520	162	136	36	44	11	8	22	10	135
Weighted base	1547	546	478	141	137	40	39	11	9	18	10	118
Labour	562 36%	472 86%	6 1%	13 9%	3 2%	8 19%	7 17%	2 15%	3 33%	3 15%	4 45%	42 35%
Conservative	448 29%	16 3%	389 81%	12 8%	5 4%	1 3%	-	-	-	1 7%	1 7%	24 20%
UKIP	286 18%	36 7%	71 15%	8 5%	125 91%	-	-	* 5%	-	6 33%	3 34%	37 31%
Lib Dem	124 8%	5 1%	5 1%	102 72%	2 2%	-	1 3%	-	-	-	-	8 7%
Green	61 4%	11 2%	5 1%	6 4%	-	-	31 80%	-	-	5 30%	* 4%	3 2%
SNP	42 3%	5 1%	-	1 1%	-	31 78%	-	-	-	-	1 10%	4 3%
BNP	11 1%	1 *	-	-	2 1%	-	-	9 81%	-	-	-	-
Plaid Cymru	9 1%	-	3 1%	-	-	-	-	-	6 67%	-	-	-
Other	6 *	1 *	-	* *	-	-	-	-	-	3 16%	-	2 1%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

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

	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	1677	142	88	194	142	157	97	150	206	242	138	121
Weighted base	1547	145	78*	167	134	146	85*	147	188	197	144	118*
Labour	562 36%	61 43%GI	45 57%EFG HIJK	77 46%GIJ	61 45%GIJ	50 34%	29 34%	40 27%	67 36%I	47 24%	43 30%	42 36%I
Conservative	448 29%	23 16%	14 18%	52 31%ABD	20 15%	41 28%AD	22 25%	58 39%ABD	66 35%ABD	75 38%ABD	39 27%AD	40 34%ABD
UKIP	286 18%	8 6%	13 17%A	22 13%	35 26%ACH FH	44 30%ABC	14 16%A	30 20%A	22 12%	43 22%ACH	34 24%ACH	22 19%A
Lib Dem	124 8%	7 5%	3 4%	9 6%	12 9%	8 5%	7 9%	13 9%	20 11%	20 10%	18 12%A	8 6%
Green	61 4%	2 2%	2 3%	6 4%	5 3%	1 1%	5 6%E	6 4%	11 6%E	10 5%	7 5%	5 4%
SNP	42 3%	42 29%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
BNP	11 1%	1 1%	1 1%	2 1%	3 2%	2 1%	-	-	1 *	* *	2 1%	-
Plaid Cymru	9 1%	-	-	-	-	-	9 10%ABCD EGHIJK	-	-	-	-	-
Other	6 *	-	-	-	-	1 *	-	1 *	-	3 1%	1 1%	* *

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 December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

'If Labour win the next General Election, I expect that I would pay more tax than if the Conservatives win it'

	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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Agree	615 30%	365 37%	250 24%	36 15%	65 20%	90 23%	113 33%	120 39%	192 45%	226 42%	175 30%	122 29%	92 20%	582 31%	189 37%	169 32%	134 26%	89 30%	34 19%
Disagree	693 34%	351 35%	341 33%	103 42%	127 39%	139 36%	121 35%	97 32%	106 25%	155 29%	211 36%	121 28%	206 44%	622 34%	160 31%	166 31%	199 39%	98 33%	71 40%
Don't know	719 35%	275 28%	444 43%	108 44%	135 41%	156 40%	110 32%	88 29%	123 29%	162 30%	204 35%	182 43%	172 37%	645 35%	164 32%	198 37%	175 34%	107 36%	74 42%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

'If Labour win the next General Election, I expect that I would pay more tax than if the Conservatives win it'

	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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Agree	615 30%	315 66%	60 10%	51 37%	101 33%	15 22%	8 18%	4 44%	2 20%	2 28%	53 18%	370 62%	49 10%	90 24%
Disagree	693 34%	50 10%	392 65%	31 23%	84 28%	27 40%	20 44%	3 35%	5 46%	1 21%	49 16%	90 15%	299 63%	144 38%
Don't know	719 35%	114 24%	154 25%	56 41%	120 39%	27 39%	17 38%	2 20%	4 34%	4 51%	200 66%	138 23%	124 26%	143 38%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

'If Labour win the next General Election, I expect that I would pay more tax than if the Conservatives win it'

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Agree	615 30%	75 12%	358 66%	66 38%	40 26%	10 20%	8 16%	3 18%	1 14%	8 27%	8 17%	38 11%
Disagree	693 34%	392 62%	62 11%	40 24%	44 29%	23 48%	20 42%	7 40%	6 66%	7 21%	6 13%	85 26%
Don't know	719 35%	166 26%	119 22%	66 38%	67 45%	16 32%	20 42%	7 42%	2 20%	16 52%	35 71%	206 63%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

'If Labour win the next General Election, I expect that I would pay more tax than if the Conservatives win it'

	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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Agree	615 30%	34 19%	25 27%	63 26%	47 26%	53 28%	30 28%	66 35%A	88 35%A	101 39%ACD E	59 32%A	50 32%A
Disagree	693 34%	71 40%GK	42 45%GHI K	88 37%	69 39%GK	73 39%GK	35 32%	52 27%	82 33%	77 30%	63 34%	41 26%
Don't know	719 35%	74 42%B	25 27%	87 37%	63 35%	61 33%	43 40%	72 38%	82 33%	82 32%	64 35%	65 42%B

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 December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If the Conservatives win the next General Election, I expect that I would pay more tax than if Labour win it

	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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Agree	610 30%	286 29%	324 31%	93 38%	100 31%	123 32%	98 28%	97 32%	98 23%	129 24%	168 28%	121 29%	192 41%	541 29%	132 26%	136 25%	182 36%	92 31%	69 39%
Disagree	698 34%	406 41%	292 28%	55 22%	95 29%	105 27%	125 36%	117 38%	200 48%	246 45%	204 35%	140 33%	108 23%	660 36%	209 41%	195 36%	163 32%	93 32%	37 21%
Don't know	720 36%	300 30%	420 41%	98 40%	131 40%	156 41%	121 35%	90 29%	123 29%	168 31%	217 37%	164 39%	170 36%	647 35%	172 34%	203 38%	163 32%	109 37%	72 40%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If the Conservatives win the next General Election, I expect that I would pay more tax than if Labour win it

	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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Agree	610 30%	31 6%	340 56%	24 18%	89 29%	29 43%	26 58%	3 35%	4 31%	1 8%	42 14%	59 10%	258 55%	125 33%
Disagree	698 34%	324 68%	111 18%	52 37%	110 36%	15 22%	9 21%	4 44%	3 28%	2 34%	58 19%	377 63%	80 17%	110 29%
Don't know	720 36%	124 26%	155 26%	63 45%	107 35%	25 36%	9 21%	2 20%	5 41%	4 59%	201 67%	161 27%	133 28%	142 38%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If the Conservatives win the next General Election, I expect that I would pay more tax than if Labour win it

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Agree	610 30%	349 55%	39 7%	37 21%	43 28%	23 47%	25 53%	5 29%	6 66%	8 26%	4 8%	71 21%
Disagree	698 34%	114 18%	373 69%	66 38%	44 29%	9 19%	10 22%	4 23%	1 14%	7 24%	12 25%	56 17%
Don't know	720 36%	170 27%	127 24%	70 40%	64 42%	17 34%	12 26%	8 48%	2 20%	16 51%	33 67%	202 61%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If the Conservatives win the next General Election, I expect that I would pay more tax than if Labour win it

	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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Agree	610 30%	69 39%GHI	36 40%GHI	82 34%GH	64 36%GH	56 30%G	31 29%	38 20%	62 25%	69 27%	60 32%G	42 27%
Disagree	698 34%	37 21%	30 33%	81 34%A	52 29%	66 35%A	30 28%	75 40%A	100 39%AD	109 42%ADF	63 34%A	53 34%A
Don't know	720 36%	72 40%	25 27%	75 32%	63 35%	65 35%	47 43%B	77 41%B	91 36%	82 31%	62 34%	61 39%

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 December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If Labour win the next General Election, I expect the quality of public services, such as education and the NHS, would become worse than if the Conservatives win it

	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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Agree	490 24%	260 26%	230 22%	41 17%	51 16%	68 18%	77 22%	91 30%	161 38%	156 29%	147 25%	99 23%	87 19%	465 25%	145 28%	135 25%	111 22%	74 25%	24 14%
Disagree	897 44%	473 48%	424 41%	100 41%	143 44%	183 47%	178 52%	137 45%	156 37%	218 40%	256 43%	171 40%	252 54%	802 43%	200 39%	216 40%	253 50%	133 45%	95 53%
Don't know	641 32%	259 26%	382 37%	105 43%	132 40%	134 35%	90 26%	76 25%	104 25%	170 31%	186 32%	155 36%	130 28%	581 31%	167 33%	183 34%	144 28%	87 29%	60 33%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If Labour win the next General Election, I expect the quality of public services, such as education and the NHS, would become worse than if the Conservatives win it

	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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Agree	490 24%	291 61%	30 5%	26 19%	82 27%	9 13%	3 7%	5 55%	2 16%	2 28%	31 10%	323 54%	21 4%	59 16%
Disagree	897 44%	68 14%	498 82%	49 36%	112 37%	43 62%	28 61%	2 28%	8 65%	2 31%	64 21%	109 18%	382 81%	179 48%
Don't know	641 32%	121 25%	77 13%	63 46%	112 37%	17 25%	14 32%	2 17%	2 19%	3 40%	207 69%	165 28%	69 15%	139 37%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If Labour win the next General Election, I expect the quality of public services, such as education and the NHS, would become worse than if the Conservatives win it

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Agree	490 24%	41 7%	316 59%	43 25%	40 26%	2 5%	4 9%	2 15%	2 24%	6 19%	4 8%	28 8%
Disagree	897 44%	499 79%	90 17%	63 37%	59 39%	34 70%	24 50%	9 54%	5 59%	10 33%	10 21%	92 28%
Don't know	641 32%	93 15%	133 25%	66 38%	52 34%	12 25%	19 41%	5 32%	2 16%	15 47%	34 70%	210 64%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If Labour win the next General Election, I expect the quality of public services, such as education and the NHS, would become worse than if the Conservatives win it

	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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Agree	490 24%	24 14%	17 18%	60 25%A	35 20%	41 22%	32 30%A	53 28%A	70 28%A	75 29%AD	42 23%	41 26%A
Disagree	897 44%	95 53%FGH I	57 63%CEF GHIK	102 43%	94 53%FGH I	78 42%	39 36%	73 39%	99 39%	102 39%	94 51%FGH I	64 41%
Don't know	641 32%	60 33%B	18 19%	76 32%B	50 28%	68 36%B	37 34%B	63 33%B	84 33%B	83 32%B	50 27%	52 33%B

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 December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If the Conservatives win the next General Election, I expect the quality of public services, such as education and the NHS, would become worse than if Labour win it

	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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Agree	779 38%	397 40%	382 37%	82 33%	125 38%	149 39%	147 43%	142 47%	135 32%	182 34%	220 37%	149 35%	228 48%	696 38%	174 34%	176 33%	237 47%	109 37%	83 46%
Disagree	640 32%	345 35%	295 28%	60 24%	78 24%	108 28%	112 32%	92 30%	189 45%	206 38%	197 33%	119 28%	118 25%	602 33%	188 37%	184 35%	132 26%	98 34%	38 21%
Don't know	608 30%	250 25%	358 35%	105 42%	122 38%	128 33%	86 25%	70 23%	97 23%	155 29%	172 29%	157 37%	125 27%	550 30%	151 29%	173 32%	140 28%	86 29%	58 32%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If the Conservatives win the next General Election, I expect the quality of public services, such as education and the NHS, would become worse than if Labour win it

	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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Agree	779 38%	27 6%	454 75%	46 33%	92 30%	45 65%	31 69%	2 25%	6 51%	2 30%	51 17%	69 11%	347 74%	168 44%
Disagree	640 32%	352 73%	67 11%	35 25%	108 35%	8 12%	4 9%	2 24%	3 28%	2 29%	51 17%	380 64%	60 13%	84 22%
Don't know	608 30%	101 21%	84 14%	57 41%	106 35%	16 24%	10 23%	4 50%	2 21%	3 41%	199 66%	149 25%	65 14%	126 33%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If the Conservatives win the next General Election, I expect the quality of public services, such as education and the NHS, would become worse than if Labour win it

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Agree	779 38%	461 73%	45 8%	58 34%	42 28%	35 72%	28 59%	6 34%	5 57%	11 36%	10 20%	78 24%
Disagree	640 32%	78 12%	368 68%	51 30%	52 35%	4 8%	5 11%	8 48%	2 24%	9 30%	9 18%	52 16%
Don't know	608 30%	94 15%	126 23%	63 36%	57 37%	10 21%	15 30%	3 17%	2 20%	11 35%	30 62%	199 60%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

If the Conservatives win the next General Election, I expect the quality of public services, such as education and the NHS, would become worse than if Labour win it

	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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Agree	779 38%	83 46% EFG HIK	52 57% CEF GHIK	94 39%	91 51% CEF GHIK	62 33%	32 30%	61 32%	86 34%	88 34%	77 42%	53 34%
Disagree	640 32%	38 21%	19 21%	67 28%	45 25%	57 30%	38 35% A	78 41% ABC D	87 35% AB	100 39% ABC D	61 33% A	49 32%
Don't know	608 30%	58 32%	20 22%	77 32%	43 24%	68 36% BDJ	38 36%	51 27%	79 31%	72 28%	47 26%	54 34%

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 December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

MPs should receive no pay at all and go back to being part-time representatives and earn their living entirely from outside interests

	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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Agree	658 32%	308 31%	350 34%	79 32%	113 35%	141 37%	110 32%	114 38%	100 24%	120 22%	166 28%	158 37%	214 45%	590 32%	155 30%	161 30%	189 37%	84 29%	69 38%
Disagree	941 46%	537 54%	404 39%	85 35%	120 37%	161 42%	177 51%	139 46%	259 62%	348 64%	296 50%	143 34%	155 33%	862 47%	240 47%	259 48%	220 43%	144 49%	79 44%
Don't know	428 21%	147 15%	281 27%	83 33%	93 28%	83 22%	57 17%	50 17%	62 15%	75 14%	127 22%	124 29%	101 22%	397 21%	118 23%	114 21%	100 20%	65 22%	31 17%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

MPs should receive no pay at all and go back to being part-time representatives and earn their living entirely from outside interests

	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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Agree	658 32%	106 22%	213 35%	32 23%	146 48%	15 22%	19 43%	1 11%	8 71%	-	96 32%	169 28%	178 38%	98 26%
Disagree	941 46%	294 61%	281 46%	78 57%	111 36%	36 52%	24 54%	7 82%	3 21%	4 56%	94 31%	326 55%	203 43%	202 54%
Don't know	428 21%	79 16%	111 18%	28 20%	50 16%	18 26%	1 3%	1 7%	1 8%	3 44%	112 37%	102 17%	91 19%	77 20%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

MPs should receive no pay at all and go back to being part-time representatives and earn their living entirely from outside interests

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Agree	658 32%	230 36%	132 24%	36 21%	78 52%	12 24%	23 47%	9 52%	4 43%	8 25%	8 17%	120 36%
Disagree	941 46%	279 44%	323 60%	103 60%	45 30%	23 48%	25 53%	4 27%	5 50%	15 47%	16 34%	104 31%
Don't know	428 21%	124 20%	85 16%	34 20%	28 19%	14 28%	- -	4 22%	1 7%	9 28%	24 49%	106 32%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

MPs should receive no pay at all and go back to being part-time representatives and earn their living entirely from outside interests

	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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Agree	658 32%	69 38%G	36 39%	88 37%	65 36%	65 35%	32 30%	51 27%	77 30%	79 30%	52 28%	44 28%
Disagree	941 46%	79 44%	38 42%	104 44%	77 43%	95 51%	54 50%	94 50%	114 45%	126 48%	91 49%	70 44%
Don't know	428 21%	31 17%	18 19%	46 19%	37 21%	27 14%	22 21%	44 23%	62 25%E	55 21%	43 23%	43 27%E

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 December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

£74,000 a year is an unreasonably high salary for MPs

	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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Agree	1414	669	745	167	230	279	244	217	278	329	412	314	358	1271	329	371	360	211	143
	70%	67%	72%	68%	70%	72%	71%	71%	66%	61%	70%	74%	76%	69%	64%	70%	71%	72%	80%
Disagree	383	232	150	28	54	68	72	54	106	165	108	59	50	358	110	101	95	51	25
	19%	23%	15%	11%	16%	18%	21%	18%	25%	30%	18%	14%	11%	19%	21%	19%	19%	17%	14%
Don't know	230	90	140	51	42	37	28	33	37	49	69	51	61	219	74	61	53	31	11
	11%	9%	14%	21%	13%	10%	8%	11%	9%	9%	12%	12%	13%	14%	11%	10%	11%	11%	6%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

£74,000 a year is an unreasonably high salary for MPs

	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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Agree	1414 70%	281 59%	460 76%	71 51%	251 82%	49 70%	41 92%	7 82%	10 84%	5 65%	194 64%	381 64%	349 74%	270 71%
Disagree	383 19%	155 32%	93 15%	47 34%	33 11%	10 15%	4 8%	2 18%	2 16%	2 30%	29 10%	169 28%	80 17%	66 18%
Don't know	230 11%	43 9%	52 9%	21 15%	22 7%	10 14%	- -	- -	- -	* 6%	78 26%	47 8%	42 9%	42 11%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

£74,000 a year is an unreasonably high salary for MPs

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Agree	1414 70%	479 76%	322 60%	99 58%	124 82%	35 72%	44 93%	14 83%	8 83%	21 66%	25 51%	244 74%
Disagree	383 19%	99 16%	164 30%	52 30%	13 8%	8 17%	2 5%	3 17%	2 17%	7 22%	4 8%	29 9%
Don't know	230 11%	55 9%	53 10%	21 12%	14 9%	5 11%	1 2%	- -	- -	4 12%	20 41%	57 17%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

£74,000 a year is an unreasonably high salary for MPs

	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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Agree	1414 70%	143 80% HIJ	70 CDG 76% H	167 70% H	124 69% H	135 72% H	83 77% H	127 67%	148 59%	181 70% H	128 69%	110 70% H
Disagree	383 19%	25 14%	13 14%	42 18%	41 23%	32 17%	17 16%	40 21%	61 24% A	49 19%	34 18%	30 19%
Don't know	230 11%	11 6%	10 10%	29 12%	14 8%	20 11%	8 8%	24 13%	44 17% ADF	30 12%	23 12%	16 11%

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 December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

The Labour Party is unlikely to win the next election

	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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Agree	618 30%	339 34%	279 27%	52 21%	89 27%	116 30%	115 34%	94 31%	151 36%	182 34%	158 27%	142 34%	135 29%	589 32%	183 36%	170 32%	146 29%	89 30%	29 16%
Disagree	634 31%	350 35%	284 27%	89 36%	114 35%	108 28%	118 34%	80 26%	123 29%	165 30%	194 33%	110 26%	166 35%	562 30%	137 27%	158 30%	175 34%	92 31%	72 40%
Don't know	776 38%	302 30%	473 46%	105 43%	122 37%	161 42%	111 32%	130 43%	147 35%	196 36%	238 40%	173 41%	169 36%	698 38%	193 38%	205 38%	188 37%	112 38%	78 43%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

The Labour Party is unlikely to win the next election

	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 Democ- rat
Unweighted base	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Agree	618 30%	263 55%	57 9%	54 39%	146 48%	12 18%	5 10%	5 55%	2 20%	5 66%	58 19%	308 52%	62 13%	110 29%
Disagree	634 31%	61 13%	386 64%	28 20%	54 18%	23 33%	17 38%	2 24%	6 48%	- -	38 13%	97 16%	270 57%	113 30%
Don't know	776 38%	155 32%	162 27%	56 41%	106 35%	33 48%	23 52%	2 20%	4 33%	2 34%	206 68%	192 32%	140 30%	154 41%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

The Labour Party is unlikely to win the next election

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Agree	618 30%	87 14%	281 52%	61 36%	75 50%	3 7%	5 10%	4 26%	2 24%	10 31%	6 13%	83 25%
Disagree	634 31%	366 58%	75 14%	40 23%	31 20%	20 41%	20 42%	9 56%	2 24%	6 20%	5 11%	59 18%
Don't know	776 38%	180 28%	184 34%	70 41%	45 30%	25 52%	23 48%	3 18%	5 52%	15 49%	37 76%	188 57%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

The Labour Party is unlikely to win the next election

	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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Agree	618 30%	29 16%	22 24%	68 28%A	56 32%A	65 35%A	30 28%A	63 33%A	87 34%A	96 37%AB	59 32%A	43 27%A
Disagree	634 31%	72 40%GHI J	44 48%CDE GHIJK	73 31%	57 32%	61 32%	42 39%I	51 27%	75 30%	62 24%	51 27%	47 30%
Don't know	776 38%	78 43%B	26 29%	97 41%	65 36%	62 33%	37 34%	77 40%	91 36%	102 39%	75 41%	67 43%B

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 December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

Ed Miliband is likely to be Prime Minister after the next election

	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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Agree	432 21%	252 25%	180 17%	66 27%	83 25%	69 18%	75 22%	56 18%	84 20%	100 18%	130 22%	81 19%	121 26%	388 21%	80 16%	118 22%	136 27%	54 18%	44 25%
Disagree	804 40%	423 43%	381 37%	60 24%	118 36%	142 37%	145 42%	130 43%	209 50%	243 45%	231 39%	168 40%	162 35%	758 41%	238 46%	225 42%	181 36%	114 39%	46 26%
Don't know	791 39%	317 32%	474 46%	121 49%	125 38%	174 45%	125 36%	118 39%	128 30%	201 37%	229 39%	175 41%	187 40%	703 38%	195 38%	191 36%	191 38%	126 43%	88 49%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

Ed Miliband is likely to be Prime Minister after the next election

	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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Agree	432 21%	23 5%	293 48%	16 11%	33 11%	11 15%	11 23%	- -	5 41%	- -	18 6%	47 8%	201 43%	74 20%
Disagree	804 40%	346 72%	90 15%	56 40%	183 60%	20 28%	12 26%	7 80%	2 20%	4 54%	77 25%	396 66%	93 20%	136 36%
Don't know	791 39%	110 23%	223 37%	67 49%	90 29%	39 56%	23 51%	2 20%	5 40%	3 46%	207 69%	155 26%	177 37%	168 44%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

Ed Miliband is likely to be Prime Minister after the next election

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Agree	432 21%	283 45%	34 6%	20 12%	18 12%	12 25%	12 24%	4 26%	- -	5 17%	4 9%	39 12%
Disagree	804 40%	125 20%	367 68%	73 43%	90 59%	7 15%	12 25%	4 26%	4 48%	15 48%	11 23%	95 29%
Don't know	791 39%	225 36%	139 26%	79 46%	43 29%	29 60%	24 51%	8 48%	5 52%	11 35%	33 68%	195 59%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q6. Do you agree or disagree with each of the following statements?

Base: All respondents

Ed Miliband is likely to be Prime Minister after the next election

	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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Agree	432 21%	44 25%HI	32 35%EFG HIJ	60 25%HI	44 25%HI	42 22%	21 19%	35 19%	39 16%	40 16%	33 18%	41 26%HI
Disagree	804 40%	46 26%	29 31%	84 35%	68 38%A	84 45%ABF K	34 31%	92 49%ABC FK	109 43%AK	129 50%ABC DFK	80 43%AK	48 31%
Don't know	791 39%	88 49%BDE GI	31 34%	94 39%	66 37%	61 33%	54 50%BEG I	63 33%	105 41%	91 35%	72 39%	67 43%

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 December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...

Have a meal with

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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
David Cameron	329	148	181	39	43	67	53	55	73	124	98	60	47	313	98	96	77	43	16
	16%	15%	18%	16%	13%	17%	15%	18%	17%	23%	17%	14%	10%	17%	19%	18%	15%	15%	9%
Ed Miliband	329	163	166	42	61	57	53	49	68	72	115	62	80	294	61	80	110	44	35
	16%	16%	16%	17%	19%	15%	15%	16%	16%	13%	20%	14%	17%	16%	12%	15%	22%	15%	19%
Nigel Farage	302	202	99	16	14	43	67	54	108	87	75	70	70	283	79	85	72	45	19
	15%	20%	10%	6%	4%	11%	20%	18%	26%	16%	13%	16%	15%	15%	15%	16%	14%	15%	11%
Nick Clegg	202	109	93	26	48	25	37	30	36	58	65	35	45	187	57	59	40	30	16
	10%	11%	9%	11%	15%	7%	11%	10%	9%	11%	11%	8%	10%	10%	11%	11%	8%	10%	9%
George Osborne	47	28	19	6	8	8	4	5	16	12	14	14	7	43	14	14	10	5	4
	2%	3%	2%	3%	2%	2%	1%	2%	4%	2%	2%	3%	1%	2%	3%	3%	2%	2%	2%
Don't know	818	342	476	117	153	185	130	112	120	191	222	184	221	729	204	199	200	126	89
	40%	34%	46%	47%	47%	48%	38%	37%	29%	35%	38%	43%	47%	39%	40%	37%	39%	43%	50%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Have a meal with
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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
David Cameron	329 16%	222 46%	26 4%	10 7%	15 5%	7 10%	1 2%	3 30%	1 9%	1 17%	25 8%	226 38%	24 5%	18 5%
Ed Miliband	329 16%	8 2%	254 42%	4 3%	12 4%	16 23%	9 19%	- -	1 12%	1 12%	10 3%	20 3%	187 40%	48 13%
Nigel Farage	302 15%	67 14%	46 8%	8 6%	153 50%	5 7%	2 4%	2 19%	1 4%	- -	21 7%	131 22%	39 8%	44 12%
Nick Clegg	202 10%	46 10%	43 7%	69 50%	11 4%	7 10%	1 2%	1 15%	3 22%	1 8%	20 7%	44 7%	30 6%	96 25%
George Osborne	47 2%	19 4%	12 2%	3 2%	8 3%	2 2%	- -	- -	- -	- -	4 1%	22 4%	10 2%	10 3%
Don't know	818 40%	116 24%	224 37%	45 32%	106 35%	33 48%	32 72%	3 36%	6 54%	4 64%	222 74%	155 26%	180 38%	162 43%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Have a meal with**
Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
David Cameron	329 16%	30 5%	238 44%	14 8%	8 5%	4 8%	5 10%	4 22%	-	3 9%	2 5%	22 7%
Ed Miliband	329 16%	258 41%	14 3%	7 4%	9 6%	13 27%	6 13%	2 9%	-	1 3%	-	20 6%
Nigel Farage	302 15%	68 11%	98 18%	15 9%	73 48%	5 11%	4 9%	* 3%	2 19%	6 20%	5 11%	24 7%
Nick Clegg	202 10%	40 6%	46 8%	76 44%	4 3%	* 1%	3 7%	5 28%	1 14%	2 5%	4 8%	22 7%
George Osborne	47 2%	9 1%	24 4%	6 3%	2 2%	1 2%	-	-	-	-	1 3%	4 1%
Don't know	818 40%	229 36%	120 22%	54 31%	55 37%	25 52%	30 62%	6 37%	6 67%	20 63%	36 73%	237 72%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...

Have a meal with

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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
David Cameron	329 16%	16 9%	13 14%	42 18%A	22 12%	31 16%	18 17%	33 17%A	48 19%A	50 19%A	24 13%	33 21%A
Ed Miliband	329 16%	35 19%I	25 27%EFG HIK	46 19%I	39 22%I	28 15%I	15 14%	28 15%I	41 16%I	20 8%	30 16%I	23 15%I
Nigel Farage	302 15%	19 11%	10 11%	28 12%	34 19%A	35 19%	17 16%	30 16%	36 14%	44 17%	29 15%	20 13%
Nick Clegg	202 10%	16 9%	4 4%	24 10%	12 7%	18 9%	14 13%B	26 14%B	23 9%	34 13%B	16 9%	16 10%
George Osborne	47 2%	4 2%	2 2%	4 2%	4 2%	5 3%	- -	6 3%	8 3%	5 2%	5 3%	3 2%
Don't know	818 40%	89 50%DEG H	38 42%	94 40%	67 37%	71 38%	44 41%	67 35%	97 38%	107 41%	82 44%	62 39%

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 December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Have on your pub quiz team**
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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
David Cameron	317 16%	139 14%	178 17%	46 18%	53 16%	46 12%	61 18%	38 13%	74 17%	97 18%	91 15%	75 18%	54 12%	301 16%	91 18%	100 19%	70 14%	40 14%	16 9%
Ed Miliband	307 15%	148 15%	159 15%	23 9%	48 15%	64 17%	48 14%	64 21%	62 15%	66 12%	98 17%	53 13%	89 19%	275 15%	61 12%	75 14%	92 18%	47 16%	32 18%
Nigel Farage	272 13%	175 18%	97 9%	19 8%	18 5%	33 8%	55 16%	48 16%	100 24%	88 16%	64 11%	59 14%	61 13%	253 14%	59 12%	81 15%	66 13%	46 16%	19 11%
Nick Clegg	179 9%	110 11%	69 7%	20 8%	32 10%	39 10%	33 10%	22 7%	32 8%	56 10%	61 10%	28 7%	33 7%	156 8%	52 10%	44 8%	41 8%	20 7%	23 13%
George Osborne	131 6%	68 7%	63 6%	15 6%	27 8%	21 6%	15 4%	14 5%	38 9%	37 7%	41 7%	26 6%	27 6%	129 7%	33 7%	30 6%	42 8%	24 8%	2 1%
Don't know	821 40%	352 35%	469 45%	124 50%	148 45%	182 47%	133 39%	118 39%	116 28%	198 37%	234 40%	183 43%	205 44%	734 40%	216 42%	203 38%	198 39%	117 40%	87 49%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Have on your pub quiz team**
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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
David Cameron	317 16%	186 39%	36 6%	17 12%	34 11%	5 7%	2 4%	1 10%	1 7%	-	23 8%	183 31%	29 6%	41 11%
Ed Miliband	307 15%	12 2%	220 36%	11 8%	11 4%	15 22%	9 20%	-	2 20%	1 8%	16 5%	23 4%	166 35%	59 16%
Nigel Farage	272 13%	61 13%	52 9%	10 7%	124 41%	2 2%	6 14%	1 10%	-	-	19 6%	99 17%	41 9%	43 11%
Nick Clegg	179 9%	38 8%	49 8%	36 26%	13 4%	12 17%	4 9%	4 44%	3 21%	1 20%	17 6%	47 8%	37 8%	57 15%
George Osborne	131 6%	61 13%	23 4%	9 6%	17 6%	3 4%	-	-	-	2 26%	15 5%	67 11%	18 4%	19 5%
Don't know	821 40%	123 26%	225 37%	56 40%	105 34%	33 48%	23 52%	3 36%	6 52%	3 47%	211 70%	178 30%	180 38%	160 42%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Have on your pub quiz team**
Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
David Cameron	317 16%	35 6%	194 36%	22 13%	17 11%	2 4%	4 8%	4 24%	1 9%	2 5%	3 6%	35 10%
Ed Miliband	307 15%	223 35%	15 3%	17 10%	4 3%	7 14%	7 14%	4 27%	3 32%	4 12%	3 6%	22 7%
Nigel Farage	272 13%	73 12%	82 15%	13 7%	69 45%	2 3%	7 15%	- -	1 9%	4 13%	3 6%	19 6%
Nick Clegg	179 9%	46 7%	47 9%	44 25%	5 3%	7 13%	7 15%	3 15%	1 14%	2 5%	4 7%	15 5%
George Osborne	131 6%	29 5%	60 11%	12 7%	10 6%	3 6%	- -	1 4%	- -	2 6%	3 6%	12 4%
Don't know	821 40%	227 36%	142 26%	66 38%	48 32%	28 58%	23 48%	5 30%	3 35%	19 59%	34 69%	227 69%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Have on your pub quiz team**
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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
David Cameron	317 16%	16 9%	15 16%	35 15%	21 12%	32 17%A	11 10%	34 18%A	53 21%ADF	38 15%	29 16%	34 22%ADF
Ed Miliband	307 15%	32 18%I	19 21%I	37 16%	36 20%GI	30 16%	18 17%	21 11%	37 14%	24 9%	29 16%	24 15%
Nigel Farage	272 13%	19 11%	10 11%	25 11%	31 18%H	27 14%	15 14%	31 16%H	23 9%	37 14%	31 17%H	23 15%
Nick Clegg	179 9%	23 13%J	6 7%	19 8%	16 9%	11 6%	10 10%	17 9%	21 8%	30 12%J	9 5%	16 10%
George Osborne	131 6%	2 1%	4 4%	23 10%A	15 8%A	11 6%A	9 8%A	11 6%A	15 6%A	19 7%A	15 8%A	8 5%
Don't know	821 40%	87 49%DK	39 42%	99 42%	60 34%	76 41%	45 41%	75 39%	104 41%	112 43%	72 39%	52 33%

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

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

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Make a contestant on "I'm a Celebrity Get Me Out Of Here"**
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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
David Cameron	390 19%	183 18%	206 20%	52 21%	69 21%	76 20%	70 20%	61 20%	61 15%	73 13%	99 17%	96 23%	122 26%	348 19%	84 16%	110 21%	108 21%	46 16%	42 23%
Nigel Farage	348 17%	204 21%	144 14%	18 7%	48 15%	72 19%	57 16%	54 18%	99 24%	124 23%	110 19%	51 12%	62 13%	321 17%	100 19%	97 18%	78 15%	45 15%	27 15%
Ed Miliband	278 14%	120 12%	159 15%	19 8%	28 8%	40 10%	52 15%	47 15%	92 22%	78 14%	88 15%	56 13%	56 12%	262 14%	64 12%	88 17%	62 12%	47 16%	17 9%
Nick Clegg	211 10%	119 12%	92 9%	46 19%	35 11%	34 9%	22 6%	31 10%	43 10%	56 10%	58 10%	52 12%	45 10%	194 10%	56 11%	50 9%	60 12%	28 10%	17 10%
George Osborne	206 10%	106 11%	99 10%	14 6%	28 9%	38 10%	60 17%	35 11%	31 7%	54 10%	64 11%	42 10%	46 10%	183 10%	59 11%	46 9%	46 9%	32 11%	22 12%
Don't know	594 29%	259 26%	335 32%	98 40%	118 36%	123 32%	83 24%	77 25%	95 23%	157 29%	170 29%	127 30%	139 30%	540 29%	150 29%	142 27%	153 30%	95 32%	54 30%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Make a contestant on "I'm a Celebrity Get Me Out Of Here"**
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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
David Cameron	390 19%	34 7%	183 30%	26 19%	69 22%	11 16%	10 23%	1 10%	2 19%	-	39 13%	49 8%	139 30%	69 18%
Nigel Farage	348 17%	140 29%	96 16%	32 23%	30 10%	8 12%	10 22%	1 10%	3 28%	1 9%	32 11%	141 24%	76 16%	69 18%
Ed Miliband	278 14%	146 30%	30 5%	18 13%	49 16%	2 3%	2 4%	-	-	1 8%	30 10%	164 27%	22 5%	38 10%
Nick Clegg	211 10%	52 11%	69 11%	6 4%	48 16%	5 7%	2 5%	1 15%	3 29%	-	14 5%	76 13%	51 11%	28 7%
George Osborne	206 10%	21 4%	88 15%	19 14%	23 7%	14 20%	8 19%	1 10%	-	1 12%	24 8%	34 6%	66 14%	58 15%
Don't know	594 29%	86 18%	140 23%	38 28%	88 29%	29 42%	12 28%	5 56%	3 24%	5 72%	163 54%	134 22%	116 25%	116 31%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Make a contestant on "I'm a Celebrity Get Me Out Of Here"**
Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
David Cameron	390 19%	194 31%	39 7%	29 17%	37 25%	9 19%	14 28%	2 11%	1 9%	4 13%	5 10%	55 17%
Nigel Farage	348 17%	99 16%	131 24%	43 25%	17 12%	4 7%	13 27%	6 36%	1 9%	4 12%	9 18%	21 6%
Ed Miliband	278 14%	42 7%	158 29%	18 10%	18 12%	1 1%	1 2%	2 9%	- -	3 9%	5 11%	32 10%
Nick Clegg	211 10%	74 12%	59 11%	11 7%	26 17%	2 4%	3 6%	5 30%	1 14%	4 13%	2 4%	24 7%
George Osborne	206 10%	87 14%	33 6%	25 15%	8 6%	8 17%	6 13%	- -	1 9%	2 8%	4 8%	30 9%
Don't know	594 29%	137 22%	118 22%	45 26%	44 29%	25 51%	12 24%	2 13%	5 58%	15 46%	24 50%	167 51%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Make a contestant on "I'm a Celebrity Get Me Out Of Here"**
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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
David Cameron	390 19%	42 23%H	22 24%H	44 19%	41 23%H	37 20%	16 15%	39 21%H	32 13%	52 20%H	30 16%	34 22%H
Nigel Farage	348 17%	27 15%	14 15%	36 15%	28 16%	30 16%	23 21%	35 19%	48 19%	52 20%	22 12%	32 20%
Ed Miliband	278 14%	17 9%	9 10%	33 14%	21 12%	37 20%AH	11 11%	29 15%	24 10%	40 15%	36 19%AH	23 14%
Nick Clegg	211 10%	17 10%	9 10%	31 13%K	20 11%	16 9%	12 11%	25 13%	31 12%	25 10%	16 9%	9 6%
George Osborne	206 10%	22 12%C	15 16%CGI	14 6%	18 10%	16 9%	9 8%	11 6%	38 15%CGI	21 8%	23 13%C	19 12%
Don't know	594 29%	54 30%	22 24%	80 34%	51 29%	51 27%	37 35%	50 27%	80 32%	70 27%	57 31%	41 26%

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 December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...

Run the country

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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
David Cameron	506 25%	280 28%	226 22%	50 20%	68 21%	80 21%	80 23%	81 27%	146 35%	172 32%	144 24%	106 25%	83 18%	481 26%	159 31%	146 27%	107 21%	69 23%	25 14%
Ed Miliband	428 21%	225 23%	203 20%	46 19%	67 21%	66 17%	83 24%	74 24%	91 22%	98 18%	127 22%	79 19%	125 27%	385 21%	79 15%	108 20%	133 26%	64 22%	43 24%
Nigel Farage	178 9%	106 11%	72 7%	11 4%	9 3%	35 9%	30 9%	32 11%	60 14%	42 8%	37 6%	50 12%	50 11%	168 9%	48 9%	47 9%	46 9%	27 9%	10 5%
Nick Clegg	90 4%	56 6%	34 3%	12 5%	18 6%	14 4%	10 3%	15 5%	21 5%	35 6%	25 4%	5 1%	24 5%	84 5%	25 5%	24 5%	19 4%	16 5%	5 3%
George Osborne	24 1%	18 2%	6 1%	3 1%	9 3%	3 1%	2 *	2 1%	6 1%	9 2%	10 2%	3 1%	2 *	20 1%	5 1%	9 2%	4 1%	3 1%	3 2%
Don't know	802 40%	308 31%	494 48%	125 51%	155 47%	187 49%	139 40%	100 33%	97 23%	188 35%	246 42%	182 43%	187 40%	709 38%	198 39%	199 37%	198 39%	115 39%	93 52%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Run the country
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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
David Cameron	506 25%	386 81%	25 4%	21 15%	22 7%	4 6%	1 3%	4 40%	1 9%	-	41 14%	370 62%	22 5%	41 11%
Ed Miliband	428 21%	2 *	359 59%	4 3%	12 4%	18 26%	9 19%	-	1 4%	1 20%	8 3%	10 2%	263 56%	75 20%
Nigel Farage	178 9%	9 2%	13 2%	1 1%	143 47%	1 1%	5 11%	-	2 14%	1 13%	3 1%	66 11%	23 5%	27 7%
Nick Clegg	90 4%	2 *	15 2%	56 40%	1 *	2 3%	-	1 15%	2 14%	1 9%	7 2%	5 1%	5 1%	62 16%
George Osborne	24 1%	10 2%	5 1%	3 2%	4 1%	-	1 1%	-	-	-	1 *	9 1%	6 1%	5 1%
Don't know	802 40%	70 15%	188 31%	53 38%	124 40%	44 63%	29 66%	4 46%	7 58%	4 59%	242 80%	138 23%	153 33%	168 44%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Run the country
Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
David Cameron	506 25%	41 6%	376 70%	26 15%	7 5%	- -	4 7%	2 9%	1 9%	2 5%	5 10%	43 13%
Ed Miliband	428 21%	344 54%	4 1%	13 8%	5 3%	17 35%	10 21%	2 9%	3 32%	3 9%	5 11%	22 7%
Nigel Farage	178 9%	28 4%	35 7%	4 3%	85 56%	1 2%	2 4%	2 10%	- -	3 8%	3 6%	15 5%
Nick Clegg	90 4%	8 1%	5 1%	63 37%	- -	2 4%	- -	2 14%	1 14%	2 5%	- -	7 2%
George Osborne	24 1%	6 1%	9 2%	4 2%	* *	- -	1 1%	- -	- -	2 7%	- -	1 *
Don't know	802 40%	206 33%	110 20%	62 36%	53 35%	29 59%	32 66%	9 57%	4 44%	21 66%	35 73%	241 73%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Run the country
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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
David Cameron	506 25%	25 14%	18 20%	58 24%A	31 18%	43 23%A	26 24%A	56 30%AD	78 31%AD	81 31%AD	42 23%	46 30%AD
Ed Miliband	428 21%	43 24%I	36 39%ACE FGHIJK	49 20%	49 27%GHI	41 22%	25 23%	34 18%	40 16%	38 15%	39 21%	34 22%
Nigel Farage	178 9%	10 5%	5 6%	19 8%	21 12%	23 12%A	9 9%	15 8%	16 6%	32 12%AH	18 10%	10 6%
Nick Clegg	90 4%	5 3%	2 3%	7 3%	10 6%	8 4%	7 7%K	13 7%K	10 4%	15 6%	8 4%	2 2%
George Osborne	24 1%	3 2%	1 1%	2 1%	1 1%	4 2%	2 1%	3 2%	3 1%	1 1%	1 1%	1 1%
Don't know	802 40%	93 52%BDE FGI	29 31%	104 44%	65 37%	68 36%	38 35%	69 36%	105 42%	93 36%	76 41%	63 40%

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

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

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Spend Christmas with
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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
David Cameron	218 11%	95 10%	122 12%	24 10%	33 10%	37 10%	34 10%	43 14%	45 11%	80 15%	72 12%	37 9%	28 6%	208 11%	69 13%	60 11%	51 10%	28 10%	10 5%
Ed Miliband	205 10%	104 10%	101 10%	31 13%	34 11%	31 8%	40 12%	29 10%	39 9%	47 9%	61 10%	37 9%	60 13%	180 10%	36 7%	48 9%	65 13%	31 11%	25 14%
Nigel Farage	192 9%	125 13%	67 6%	21 8%	13 4%	30 8%	37 11%	35 11%	57 14%	56 10%	41 7%	51 12%	44 9%	185 10%	48 9%	55 10%	55 11%	27 9%	7 4%
Nick Clegg	167 8%	92 9%	76 7%	27 11%	38 12%	31 8%	24 7%	18 6%	29 7%	56 10%	55 9%	32 7%	25 5%	151 8%	53 10%	47 9%	37 7%	14 5%	17 9%
George Osborne	27 1%	15 1%	12 1%	5 2%	6 2%	4 1%	4 1%	- -	8 2%	4 1%	12 2%	8 2%	3 1%	27 1%	7 1%	8 2%	5 1%	6 2%	- -
Don't know	1219 60%	561 57%	658 64%	140 57%	201 62%	252 66%	206 60%	179 59%	241 57%	300 55%	348 59%	261 61%	310 66%	1097 59%	299 58%	316 59%	296 58%	187 64%	121 68%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Spend Christmas with**
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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
David Cameron	218 11%	168 35%	18 3%	4 3%	9 3%	* 1%	-	1 10%	-	1 8%	12 4%	164 27%	13 3%	10 3%
Ed Miliband	205 10%	8 2%	161 27%	4 3%	7 2%	9 13%	5 11%	-	1 7%	1 12%	6 2%	12 2%	116 25%	32 9%
Nigel Farage	192 9%	43 9%	25 4%	10 7%	96 31%	2 3%	1 2%	3 30%	-	-	16 5%	78 13%	25 5%	28 7%
Nick Clegg	167 8%	39 8%	43 7%	44 32%	8 3%	11 16%	1 2%	1 15%	4 30%	-	11 4%	41 7%	32 7%	64 17%
George Osborne	27 1%	10 2%	8 1%	-	8 3%	-	-	-	-	-	-	14 2%	6 1%	3 1%
Don't know	1219 60%	211 44%	351 58%	77 55%	178 58%	47 68%	38 84%	4 46%	7 63%	6 81%	256 85%	289 48%	280 59%	241 64%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Spend Christmas with**
Base: All respondents

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

	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
David Cameron	218 11%	21 3%	172 32%	3 2%	3 2%	- -	1 2%	- -	1 9%	1 2%	4 8%	12 4%
Ed Miliband	205 10%	167 26%	7 1%	3 2%	6 4%	5 11%	6 13%	1 5%	- -	- -	- -	9 3%
Nigel Farage	192 9%	35 6%	66 12%	14 8%	51 34%	3 6%	2 5%	* 3%	- -	7 23%	3 7%	8 3%
Nick Clegg	167 8%	42 7%	40 8%	51 30%	2 2%	4 9%	4 9%	4 25%	1 14%	1 3%	1 3%	15 5%
George Osborne	27 1%	9 1%	11 2%	1 1%	2 1%	- -	- -	- -	- -	- -	- -	4 1%
Don't know	1219 60%	358 57%	243 45%	100 58%	87 58%	36 74%	34 70%	11 67%	7 77%	23 72%	40 82%	281 85%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Spend Christmas with
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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
David Cameron	218 11%	10 5%	9 9%	28 12%A	14 8%	23 12%A	13 12%	19 10%	30 12%A	40 15%ADJ	15 8%	18 12%
Ed Miliband	205 10%	25 14%I	13 14%I	36 15%EHI	17 9%	14 8%	12 11%	17 9%	19 8%	17 7%	19 10%	17 11%
Nigel Farage	192 9%	7 4%	6 7%	22 9%	26 15%AK	25 13%AK	8 8%	22 12%A	21 8%	27 10%A	19 10%A	9 6%
Nick Clegg	167 8%	17 9%J	6 7%	18 7%	13 7%	12 6%	9 8%	20 10%J	30 12%J	24 9%J	6 3%	15 10%J
George Osborne	27 1%	-	3 3%AD	2 1%	-	2 1%	1	1	4	4	5	5 3%AD
Don't know	1219 60%	121 68%CI	55 59%	132 56%	109 61%	111 60%	65 60%	111 58%	150 59%	149 57%	122 66%	93 60%

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 December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Deport to Australia
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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
David Cameron	404 20%	184 19%	220 21%	40 16%	61 19%	84 22%	72 21%	85 28%	62 15%	64 12%	105 18%	92 22%	143 30%	338 18%	80 16%	94 18%	109 21%	54 18%	66 37%
Ed Miliband	373 18%	211 21%	162 16%	25 10%	47 15%	65 17%	67 20%	54 18%	115 27%	122 23%	107 18%	78 18%	65 14%	351 19%	104 20%	111 21%	83 16%	54 18%	22 12%
Nigel Farage	318 16%	170 17%	148 14%	36 14%	52 16%	55 14%	57 17%	53 17%	66 16%	109 20%	111 19%	47 11%	52 11%	290 16%	90 18%	77 14%	71 14%	52 18%	29 16%
Nick Clegg	216 11%	112 11%	104 10%	28 11%	22 7%	34 9%	33 10%	29 10%	71 17%	69 13%	47 8%	62 15%	38 8%	206 11%	50 10%	65 12%	57 11%	33 11%	10 6%
George Osborne	195 10%	111 11%	85 8%	15 6%	30 9%	35 9%	42 12%	28 9%	46 11%	53 10%	57 10%	36 8%	50 11%	182 10%	47 9%	49 9%	59 12%	28 9%	13 7%
Don't know	520 26%	204 21%	316 31%	104 42%	114 35%	113 29%	73 21%	55 18%	62 15%	126 23%	162 27%	110 26%	122 26%	482 26%	142 28%	138 26%	130 26%	72 25%	39 22%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Deport to Australia
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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
David Cameron	404 20%	7 1%	204 34%	15 11%	75 24%	16 23%	21 46%	1 7%	7 58%	1 19%	38 13%	25 4%	173 37%	84 22%
Ed Miliband	373 18%	214 45%	26 4%	23 17%	69 22%	1 2%	2 5%	4 40%	2 15%	2 24%	31 10%	234 39%	28 6%	49 13%
Nigel Farage	318 16%	96 20%	111 18%	45 33%	3 1%	20 28%	8 17%	1 10%	- -	- -	36 12%	95 16%	77 16%	87 23%
Nick Clegg	216 11%	57 12%	50 8%	1 1%	77 25%	2 4%	3 6%	1 15%	- -	- -	16 5%	100 17%	37 8%	21 6%
George Osborne	195 10%	8 2%	94 16%	19 14%	29 10%	11 16%	4 8%	1 10%	- -	2 33%	13 4%	28 5%	67 14%	51 13%
Don't know	520 26%	97 20%	119 20%	34 25%	54 18%	19 27%	8 17%	2 19%	3 27%	2 24%	169 56%	116 19%	90 19%	86 23%

Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Deport to Australia
Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
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David Cameron	404 20%	203 32%	24 4%	25 15%	45 30%	11 23%	24 50%	5 30%	4 39%	9 29%	4 9%	50 15%
Ed Miliband	373 18%	42 7%	228 42%	26 15%	29 19%	1 2%	5 10%	3 17%	1 9%	2 7%	2 5%	34 10%
Nigel Farage	318 16%	104 16%	95 18%	54 31%	2 1%	17 34%	7 14%	- -	1 9%	4 12%	5 10%	32 10%
Nick Clegg	216 11%	55 9%	78 14%	4 2%	34 23%	1 2%	2 4%	- -	1 14%	5 17%	7 15%	28 9%
George Osborne	195 10%	102 16%	15 3%	21 12%	10 7%	6 13%	5 10%	5 28%	1 9%	3 9%	3 5%	25 8%
Don't know	520 26%	126 20%	100 19%	41 24%	31 20%	13 27%	6 13%	4 25%	2 18%	8 26%	27 55%	161 49%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Deport to Australia
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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
David Cameron	404 20%	66 37% FGHIJK	29 31% HIJ	44 19% CEG	36 20%	30 16%	20 19%	34 18%	46 18%	35 13%	34 18%	31 20%
Ed Miliband	373 18%	22 12%	13 14%	49 21% AD	21 12%	47 25% ADG	18 16%	29 15%	51 20% D	52 20% D	36 20%	35 22% AD
Nigel Farage	318 16%	29 16%	10 11%	35 15%	26 14%	20 11%	12 11%	34 18%	37 14%	53 21% E	40 21% E	24 15%
Nick Clegg	216 11%	10 6%	9 10%	24 10%	23 13% AH	28 15% AH	15 14% AH	22 12%	16 7%	34 13% AH	18 10%	15 10%
George Osborne	195 10%	13 7%	11 13%	22 9%	25 14% I	14 7%	9 8%	20 10%	30 12%	17 7%	19 10%	15 10%
Don't know	520 26%	39 22%	19 21%	64 27%	47 27%	48 26%	34 31%	52 27%	73 29%	69 26%	38 21%	37 24%

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 December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Give you first aid treatment in an emergency
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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
Ed Miliband	264 13%	134 14%	130 13%	34 14%	50 15%	46 12%	47 14%	38 12%	49 12%	61 11%	87 15%	41 10%	75 16%	239 13%	58 11%	60 11%	83 16%	38 13%	25 14%
Nick Clegg	240 12%	122 12%	117 11%	24 10%	34 10%	43 11%	58 17%	35 12%	46 11%	85 16%	66 11%	40 9%	49 10%	223 12%	66 13%	74 14%	45 9%	38 13%	17 9%
David Cameron	222 11%	96 10%	126 12%	23 9%	45 14%	29 7%	30 9%	36 12%	59 14%	76 14%	66 11%	43 10%	36 8%	214 12%	68 13%	67 13%	54 11%	24 8%	8 5%
Nigel Farage	87 4%	53 5%	34 3%	8 3%	7 2%	17 4%	10 3%	14 5%	31 7%	12 2%	21 4%	30 7%	24 5%	80 4%	18 3%	25 5%	25 5%	12 4%	7 4%
George Osborne	66 3%	36 4%	30 3%	13 5%	7 2%	9 2%	11 3%	8 3%	17 4%	20 4%	17 3%	13 3%	15 3%	60 3%	16 3%	18 3%	19 4%	7 2%	6 3%
Don't know	1149 57%	550 55%	599 58%	145 59%	182 56%	241 63%	188 55%	173 57%	219 52%	288 53%	332 56%	258 61%	272 58%	1033 56%	288 56%	290 54%	282 55%	174 59%	116 65%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Give you first aid treatment in an emergency**
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	2027	497	621	141	279	70	39	8	12	10	303	619	489	373
Weighted base	2027	479	605	139	306	69	45	9	12	7	302	598	472	377
Ed Miliband	264 13%	13 3%	190 31%	9 6%	17 5%	13 19%	4 10%	-	1 4%	-	14 5%	24 4%	141 30%	47 13%
Nick Clegg	240 12%	70 15%	61 10%	39 28%	27 9%	6 8%	2 5%	5 54%	5 44%	1 17%	22 7%	80 13%	37 8%	76 20%
David Cameron	222 11%	134 28%	27 5%	15 11%	22 7%	3 5%	-	-	-	1 8%	15 5%	137 23%	26 6%	18 5%
Nigel Farage	87 4%	18 4%	11 2%	4 3%	46 15%	1 2%	1 3%	-	-	1 12%	6 2%	35 6%	13 3%	13 4%
George Osborne	66 3%	31 6%	7 1%	6 4%	8 3%	7 10%	1 2%	-	-	-	6 2%	36 6%	3 1%	6 2%
Don't know	1149 57%	214 45%	309 51%	66 47%	186 61%	39 56%	36 80%	4 46%	6 52%	4 64%	239 79%	286 48%	250 53%	217 57%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

**Q7. Which of these political figures would you most like to ...
Give you first aid treatment in an emergency**
Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2027	641	548	176	141	50	40	15	8	34	47	327
Weighted base	2027	633	539	172	151	49	48	16	9	31	49	330
Ed Miliband	264 13%	195 31%	15 3%	13 7%	6 4%	7 14%	4 8%	2 9%	-	1 4%	2 4%	19 6%
Nick Clegg	240 12%	57 9%	70 13%	52 30%	10 6%	3 7%	5 10%	7 44%	2 23%	4 13%	1 2%	28 9%
David Cameron	222 11%	35 5%	144 27%	11 6%	9 6%	1 1%	1 2%	-	-	2 6%	1 1%	19 6%
Nigel Farage	87 4%	17 3%	19 3%	6 4%	36 24%	1 3%	2 4%	-	-	-	-	6 2%
George Osborne	66 3%	9 1%	34 6%	7 4%	3 2%	1 3%	1 3%	-	-	-	2 4%	8 2%
Don't know	1149 57%	320 51%	258 48%	83 48%	87 58%	35 73%	35 72%	8 46%	7 77%	24 77%	43 89%	249 76%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Give you first aid treatment in an emergency
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	2027	164	97	249	179	189	114	178	254	288	166	149
Weighted base	2027	179	92*	238	179	187	108*	190	253	260	185	157
Ed Miliband	264 13%	25 14%	22 24% GHK	31 13% CEF	30 17%	23 12%	12 11%	23 12%	31 12%	27 10%	26 14%	14 9%
Nick Clegg	240 12%	17 9%	7 8%	26 11%	12 7%	17 9%	17 15%D	28 15%D	33 13%	32 12%	21 12%	29 18% ABDE
David Cameron	222 11%	8 5%	9 10%	27 11%A	18 10%	23 12%A	7 6%	27 14%A	38 15% AF	30 11%A	17 9%	17 11%
Nigel Farage	87 4%	7 4%	6 6%	10 4%	9 5%	15 8% K	5 4%	9 5%	9 4%	9 3%	8 4%	2 1%
George Osborne	66 3%	6 3%	-	12 5% B	7 4%	8 4%	2 2%	4 2%	7 3%	9 4%	5 3%	7 4%
Don't know	1149 57%	116 65% GH	49 53%	132 55%	102 57%	102 55%	66 61%	100 53%	135 53%	153 59%	108 58%	88 56%

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 December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Look after your financial affairs
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	2027	1052	975	198	349	404	379	323	374	755	560	280	432	1863	542	516	525	280	164
Weighted base	2027	992	1035	247	326	385	344	304	421	543	589	425	470	1848	513	534	508	294	179
George Osborne	357 18%	217 22%	140 14%	31 13%	41 13%	44 11%	59 17%	61 20%	121 29%	140 26%	103 18%	67 16%	47 10%	327 18%	104 20%	107 20%	68 13%	48 16%	30 17%
Ed Miliband	247 12%	120 12%	127 12%	29 12%	34 10%	43 11%	47 14%	40 13%	54 13%	56 10%	64 11%	50 12%	76 16%	219 12%	37 7%	65 12%	82 16%	36 12%	27 15%
David Cameron	194 10%	93 9%	102 10%	26 11%	32 10%	36 9%	24 7%	35 12%	41 10%	49 9%	65 11%	38 9%	42 9%	187 10%	56 11%	58 11%	49 10%	25 8%	7 4%
Nick Clegg	79 4%	45 5%	34 3%	7 3%	18 6%	13 3%	17 5%	11 3%	14 3%	26 5%	19 3%	18 4%	16 3%	75 4%	28 6%	24 5%	16 3%	7 2%	4 2%
Nigel Farage	63 3%	45 5%	18 2%	6 2%	7 2%	12 3%	7 2%	13 4%	19 4%	14 3%	8 1%	24 6%	17 4%	59 3%	17 3%	13 2%	17 3%	12 4%	4 2%
Don't know	1087 54%	472 48%	615 59%	148 60%	193 59%	238 62%	191 56%	144 47%	172 41%	257 47%	330 56%	228 54%	272 58%	981 53%	271 53%	267 50%	276 54%	166 57%	106 59%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Look after your financial affairs
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
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George Osborne	357 18%	198 41%	41 7%	33 24%	40 13%	11 15%	7 15%	1 10%	4 35%	-	29 10%	214 36%	33 7%	53 14%
Ed Miliband	247 12%	2 *	207 34%	3 2%	10 3%	6 9%	4 8%	-	1 4%	-	8 3%	6 1%	157 33%	40 11%
David Cameron	194 10%	126 26%	12 2%	10 7%	22 7%	2 3%	1 3%	-	-	-	17 5%	121 20%	16 3%	19 5%
Nick Clegg	79 4%	4 1%	25 4%	23 17%	7 2%	5 8%	-	1 15%	2 14%	1 12%	6 2%	13 2%	22 5%	30 8%
Nigel Farage	63 3%	4 1%	9 1%	-	45 15%	-	-	-	1 7%	-	-	21 4%	11 2%	6 2%
Don't know	1087 54%	145 30%	311 51%	70 50%	182 60%	45 65%	33 74%	7 76%	5 39%	6 88%	242 80%	222 37%	233 49%	229 61%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Look after your financial affairs
Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	Lib Dem	UKIP	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
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Ed Miliband	247 12%	206 33%	5 1%	6 3%	5 3%	3 7%	4 8%	- -	3 32%	1 3%	1 3%	12 4%
David Cameron	194 10%	16 2%	123 23%	14 8%	13 8%	2 3%	1 3%	- -	- -	3 10%	3 6%	20 6%
Nick Clegg	79 4%	24 4%	10 2%	26 15%	5 3%	- -	2 4%	4 26%	1 14%	1 3%	2 3%	3 1%
Nigel Farage	63 3%	16 2%	11 2%	2 1%	31 20%	- -	1 1%	1 5%	- -	- -	- -	2 1%
Don't know	1087 54%	321 51%	182 34%	85 49%	81 53%	36 73%	33 69%	9 52%	4 44%	24 77%	39 81%	273 83%

Voting Intentions Survey

ONLINE Fieldwork : 11th - 13th December 2013

Absolutes/col percents

Q7. Which of these political figures would you most like to ...
Look after your financial affairs
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)
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George Osborne	357 18%	30 17%	14 15%	36 15%	18 10%	37 20%D	18 17%	41 22%D	45 18%D	59 23%D	30 16%	29 18%
Ed Miliband	247 12%	27 15%HI	17 19%EHI	33 14%HI	32 18%EHI	16 9%	13 12%	20 10%	17 7%	20 8%	22 12%	29 18%EHI
David Cameron	194 10%	7 4%	8 8%	23 10%	18 10%	18 10%	7 6%	23 12%A	31 12%A	24 9%	18 10%	17 11%A
Nick Clegg	79 4%	4 2%	1 1%	10 4%	5 3%	4 2%	3 3%	10 5%	22 9%ABDE J	6 2%	4 2%	10 6%
Nigel Farage	63 3%	4 2%	3 3%	3 1%	11 6%CGH	7 4%	3 3%	3 1%	5 2%	11 4%	9 5%	3 2%
Don't know	1087 54%	106 59%K	49 54%	133 56%K	93 52%	105 56%	64 59%K	93 49%	132 52%	139 54%	102 55%	69 44%

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

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Voting Intentions Survey
ONLINE Fieldwork : 11th - 13th December 2013

Weighting table

Q.1 Thinking back to the general election in 2010, which party if any did you vote for?

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2,027	2,027
Weighted base	2,027	2,027
Conservative	628 31%	598 29%
Labour	481 24%	472 23%
Liberal Democrat	369 18%	377 19%
Other	143 7%	158 8%
Did not vote	327 16%	341 17%
Don't remember	47 2%	48 2%
Refused	33 2%	33 2%