

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
	19 th January	17 th December	15 th December	26 th November	17 th November	29 th October
Conservative	30%	32%	29%	32%	29%	28%
Labour	35%	37%	36%	37%	35%	36%
Liberal Democrat	8%	9%	8%	9%	10%	11%
UKIP	19%	10%	18%	11%	17%	12%
Other	8%	12%	9%	11%	9%	13%

METHODOLOGY NOTE

ComRes interviewed 2,029 British adults online between 15th and 16th January 2014. Data were weighted to be representative of all GB adults. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: katharine.peacock@comres.co.uk

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

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Conservative	598 29%	327 33%	271 26%	22 9%	68 21%	103 27%	107 31%	101 33%	198 47%	200 37%	189 32%	109 25%	100 21%	567 31%	199 39%	178 33%	112 22%	79 27%	30 17%
Labour	470 23%	236 24%	235 23%	59 24%	83 25%	103 27%	82 24%	68 23%	75 18%	119 22%	120 20%	102 24%	129 27%	428 23%	100 20%	110 21%	159 31%	59 20%	43 24%
Liberal Democrat	378 19%	170 17%	208 20%	43 17%	68 21%	64 17%	64 19%	53 18%	86 20%	122 22%	101 17%	84 20%	71 15%	353 19%	90 18%	99 18%	96 19%	68 23%	25 14%
Other	158 8%	92 9%	65 6%	6 2%	14 4%	26 7%	40 11%	34 11%	38 9%	33 6%	42 7%	43 10%	39 8%	117 6%	31 6%	30 6%	30 6%	26 9%	41 23%
Did not vote	340 17%	139 14%	201 19%	98 40%	77 24%	66 17%	45 13%	34 11%	20 5%	54 10%	118 20%	63 15%	106 23%	309 17%	69 13%	80 15%	105 20%	55 19%	31 17%
Don't remember	50 2%	19 2%	31 3%	15 6%	8 2%	11 3%	4 1%	11 4%	2 *	9 2%	7 1%	18 4%	16 3%	46 2%	15 3%	21 4%	7 1%	4 1%	4 2%
Refused	35 2%	11 1%	24 2%	5 2%	8 3%	13 3%	4 1%	2 1%	2 1%	9 2%	9 2%	8 2%	9 2%	32 2%	9 2%	16 3%	6 1%	1 *	3 2%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Conservative	598 29%	410 85%	30 5%	6 4%	106 35%	5 10%	- -	- -	- -	1 4%	49 14%	598 100%	- -	- -
Labour	470 23%	11 2%	377 66%	5 4%	30 10%	8 14%	1 3%	- -	1 7%	2 13%	36 10%	- -	470 100%	- -
Liberal Democrat	378 19%	27 6%	98 17%	115 85%	50 17%	18 32%	5 12%	1 34%	2 20%	3 23%	60 17%	- -	- -	378 100%
Other	158 8%	1 *	6 1%	2 1%	71 24%	21 39%	31 68%	3 66%	5 45%	7 54%	5 2%	- -	- -	- -
Did not vote	340 17%	29 6%	59 10%	8 6%	31 10%	1 2%	8 18%	- -	3 25%	1 6%	141 40%	- -	- -	- -
Don't remember	50 2%	4 1%	4 1%	- -	11 4%	1 3%	- -	- -	- -	- -	28 8%	- -	- -	- -
Refused	35 2%	2 *	2 *	- -	1 *	* 1%	- -	- -	* 3%	- -	30 9%	- -	- -	- -

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Conservative	598 29%	24 4%	443 85%	38 23%	7 5%	5 10%	- -	1 8%	- -	5 12%	3 7%	72 17%
Labour	470 23%	370 65%	11 2%	18 11%	8 5%	4 8%	2 6%	2 20%	- -	5 13%	2 4%	48 11%
Liberal Democrat	378 19%	89 16%	21 4%	23 14%	124 80%	16 34%	3 8%	1 13%	* 10%	10 24%	1 3%	90 21%
Other	158 8%	12 2%	7 1%	54 33%	2 2%	15 33%	30 71%	5 58%	3 72%	7 16%	3 7%	19 5%
Did not vote	340 17%	72 13%	40 8%	26 15%	13 9%	5 11%	6 15%	- -	1 18%	10 24%	9 20%	158 37%
Don't remember	50 2%	2 *	2 *	8 5%	1 *	1 3%	- -	- -	- -	- -	6 14%	30 7%
Refused	35 2%	1 *	- -	1 *	- -	- -	- -	- -	- -	4 9%	18 44%	11 3%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Conservative	598 29%	30 17%	17 18%	57 24%	38 21%	60 32%	18 17%	61 32%	105 41%	94 36%	61 33%	57 36%
Labour	470 23%	43 24%	32 35%	80 33%	46 26%	41 22%	26 24%	33 17%	63 25%	38 15%	33 18%	36 23%
Liberal Democrat	378 19%	25 14%	19 20%	36 15%	42 23%	25 13%	21 19%	37 20%	36 14%	54 21%	47 26%	36 23%
Other	158 8%	41 23%	7 7%	12 5%	12 7%	18 10%	16 15%	8 4%	10 4%	21 8%	10 5%	4 2%
Did not vote	340 17%	31 17%	17 18%	50 21%	38 21%	29 16%	25 23%	37 20%	31 12%	38 15%	30 16%	14 9%
Don't remember	50 2%	4 2%	- -	3 1%	3 2%	9 5%	2 2%	2 1%	4 2%	11 4%	2 1%	10 6%
Refused	35 2%	3 2%	1 2%	4 2%	1 1%	6 3%	- -	9 5%	6 2%	3 1%	1 1%	1 *

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Absolutely certain to vote	(10)	1078	589	489	66	125	197	205	187	297	319	298	221	960	270	261	267	161	118
		53%	59%	47%	27%	38%	51%	60%	62%	71%	59%	51%	52%	52%	53%	49%	52%	55%	67%
	(9)	242	126	116	28	41	41	42	38	52	71	69	46	225	58	84	59	24	17
		12%	13%	11%	11%	12%	11%	12%	13%	12%	13%	12%	11%	12%	11%	16%	11%	8%	9%
	(8)	187	82	104	31	47	40	27	20	22	57	61	43	179	57	48	41	33	7
		9%	8%	10%	13%	14%	10%	8%	7%	5%	10%	10%	10%	10%	11%	9%	8%	11%	4%
	(7)	91	39	52	20	24	17	15	9	6	25	23	17	80	21	30	17	13	11
		4%	4%	5%	8%	7%	4%	4%	3%	1%	5%	4%	4%	5%	4%	4%	6%	3%	4%
	(6)	78	38	40	22	17	18	15	2	4	17	23	16	22	78	23	18	31	5
		4%	4%	4%	9%	5%	5%	4%	1%	1%	3%	4%	4%	5%	4%	5%	3%	6%	2%
	(5)	68	28	40	13	19	13	9	11	3	11	30	17	10	58	15	20	9	13
		3%	3%	4%	5%	6%	3%	2%	4%	1%	2%	5%	4%	2%	3%	3%	4%	2%	5%
	(4)	21	8	13	1	6	5	4	1	5	6	6	4	5	21	3	9	7	2
		1%	1%	1%	1%	2%	1%	1%	*	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%
	(3)	34	9	25	13	3	5	1	8	3	5	6	8	15	32	9	12	7	4
		2%	1%	2%	5%	1%	1%	*	3%	1%	1%	1%	2%	3%	2%	2%	2%	1%	1%
	(2)	23	8	15	10	3	3	3	4	-	4	7	2	10	23	1	5	13	3
		1%	1%	1%	4%	1%	1%	1%	1%	-	1%	1%	*	2%	1%	*	1%	3%	1%
Certain not to vote	(1)	98	43	55	18	21	27	10	11	12	15	30	25	28	89	23	22	27	17
		5%	4%	5%	7%	6%	7%	3%	4%	3%	3%	5%	6%	6%	5%	4%	4%	5%	6%
Refused		8	2	6	-	2	4	-	-	2	-	2	3	3	7	3	-	2	2
		*	*	1%	-	*	1%	-	-	1%	-	*	1%	1%	*	1%	-	*	1%
Don't know		103	22	81	23	20	19	14	12	15	17	32	24	31	101	29	26	33	13
		5%	2%	8%	9%	6%	5%	4%	4%	3%	3%	5%	6%	6%	5%	6%	5%	6%	5%
Mean		8.45	8.70	8.20	7.10	7.93	8.27	8.82	8.76	9.25	8.84	8.35	8.36	8.20	8.42	8.54	8.40	8.32	8.41
Standard deviation		2.50	2.31	2.65	2.95	2.62	2.68	2.12	2.36	1.86	2.06	2.54	2.59	2.78	2.51	2.37	2.43	2.67	2.61
Standard error		0.06	0.07	0.09	0.22	0.15	0.13	0.11	0.13	0.10	0.07	0.11	0.16	0.14	0.06	0.10	0.11	0.13	0.16

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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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Absolutely certain to vote	(10) 1078 53%	309 64%	363 63%	69 51%	199 67%	32 59%	37 81%	3 76%	8 77%	7 56%	77 22%	397 66%	299 63%	213 56%
	(9) 242 12%	73 15%	66 11%	25 19%	41 14%	10 19%	3 8%	- -	- -	2 14%	34 10%	83 14%	55 12%	48 13%
	(8) 187 9%	59 12%	55 10%	18 14%	29 10%	4 7%	- -	1 24%	- -	2 16%	23 7%	62 10%	41 9%	39 10%
	(7) 91 4%	23 5%	28 5%	10 8%	10 3%	3 5%	3 6%	- -	- -	- -	17 5%	19 3%	17 4%	22 6%
	(6) 78 4%	10 2%	43 7%	7 5%	8 3%	5 9%	- -	- -	2 16%	1 6%	7 2%	7 1%	26 6%	14 4%
	(5) 68 3%	11 2%	21 4%	6 4%	11 4%	1 1%	2 5%	- -	1 7%	1 8%	17 5%	8 1%	12 3%	13 3%
	(4) 21 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	7 2%	3 1%	3 1%	6 2%
	(3) 34 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	20 6%	3 *	2 *	3 1%
	(2) 23 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	11 3%	1 *	- -	1 *
Certain not to vote	(1) 98 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	63 18%	4 1%	3 1%	3 1%
Refused	8 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	8 2%	- -	- -	- -
Don't know	103 5%	- -	- -	- -	- -	- -	- -	- -	- -	- -	64 18%	13 2%	14 3%	15 4%
Mean	8.45	9.27	9.07	8.89	9.28	9.09	9.50	9.52	9.01	8.91	6.07	9.31	9.11	8.88
Standard deviation	2.50	1.20	1.47	1.46	1.29	1.39	1.28	0.97	1.93	1.64	3.63	1.38	1.59	1.81
Standard error	0.06	0.05	0.06	0.12	0.08	0.18	0.19	0.43	0.61	0.41	0.22	0.06	0.08	0.09

Voting Intentions Survey

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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	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base		2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base		2029	570	524	168	156	45	42	8	5	40	42	429
Absolutely certain to vote		(10) 1078 53%	335 59%	343 65%	98 59%	72 46%	24 52%	35 85%	7 91%	2 49%	18 44%	16 39%	127 29%
		(9) 242 12%	64 11%	74 14%	23 14%	27 17%	6 13%	2 6%	-	-	3 8%	6 15%	36 8%
		(8) 187 9%	55 10%	42 8%	18 11%	20 13%	1 3%	-	-	-	4 10%	4 9%	43 10%
		(7) 91 4%	27 5%	20 4%	6 3%	10 6%	3 7%	3 6%	-	1 18%	-	3 7%	19 4%
		(6) 78 4%	40 7%	8 2%	3 2%	6 4%	2 5%	-	-	-	2 5%	-	15 4%
		(5) 68 3%	17 3%	10 2%	8 5%	3 2%	3 6%	1 3%	1 9%	-	2 4%	1 2%	22 5%
		(4) 21 1%	3 *	2 *	1 *	6 4%	1 3%	-	-	-	-	-	9 2%
		(3) 34 2%	4 1%	9 2%	4 2%	2 1%	-	-	-	-	4 10%	-	11 2%
		(2) 23 1%	2 *	6 1%	1 1%	1 *	-	-	-	-	1 2%	-	12 3%
Certain not to vote		(1) 98 5%	11 2%	3 1%	1 1%	2 1%	3 7%	-	-	2 33%	5 13%	4 10%	68 16%
Refused		8 *	-	-	-	-	-	-	-	-	-	7 17%	1 *
Don't know		103 5%	12 2%	9 2%	5 3%	7 5%	2 4%	-	-	-	1 4%	1 2%	66 15%
Mean		8.45	8.82	9.14	8.89	8.59	8.21	9.59	9.53	6.46	7.16	8.15	6.72
Standard deviation		2.50	1.94	1.71	1.89	2.00	2.72	1.13	1.56	4.51	3.47	2.93	3.49
Standard error		0.06	0.08	0.07	0.16	0.15	0.39	0.18	0.52	2.02	0.54	0.52	0.18

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Absolutely certain to vote	(10) 1078	118	50	119	99	97	56	88	137	133	105	76
		53%	67%	54%	49%	55%	52%	46%	54%	52%	57%	48%
	(9) 242	17	10	28	20	30	4	32	26	32	20	22
		12%	9%	11%	12%	11%	16%	4%	17%	10%	12%	14%
	(8) 187	7	9	17	16	14	13	16	33	24	20	18
		9%	4%	10%	7%	9%	7%	12%	9%	13%	9%	11%
	(7) 91	11	4	8	6	12	4	10	8	13	9	7
		4%	6%	4%	3%	6%	3%	5%	3%	5%	5%	5%
	(6) 78	*	8	13	10	7	4	6	14	9	2	5
		4%	*	8%	6%	5%	4%	3%	3%	5%	4%	1%
	(5) 68	10	-	5	5	9	10	7	6	9	3	4
		3%	6%	-	2%	3%	5%	9%	4%	3%	3%	2%
	(4) 21	-	-	3	4	4	2	2	2	2	*	2
		1%	-	-	1%	2%	2%	1%	1%	1%	1%	1%
	(3) 34	1	-	5	2	1	2	10	6	4	1	2
		2%	1%	-	2%	1%	*	2%	5%	2%	1%	1%
	(2) 23	-	2	7	4	2	*	2	1	1	3	1
		1%	-	2%	3%	2%	1%	*	1%	*	2%	*
Certain not to vote	(1) 98	9	2	18	7	7	8	6	13	10	9	8
		5%	5%	2%	8%	4%	4%	8%	3%	5%	4%	5%
Refused	8	1	-	2	-	-	-	-	2	1	2	-
	*	*	-	1%	-	-	-	-	1%	*	1%	-
Don't know	103	2	8	17	8	4	5	10	9	20	8	12
		5%	1%	9%	7%	4%	2%	5%	5%	4%	8%	8%
Mean	8.45	8.84	8.77	8.04	8.46	8.45	7.96	8.32	8.48	8.59	8.67	8.45
Standard deviation	2.50	2.32	2.10	2.95	2.50	2.39	2.87	2.47	2.45	2.30	2.42	2.46
Standard error	0.06	0.17	0.24	0.21	0.20	0.17	0.29	0.19	0.15	0.14	0.18	0.21

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	1760	908	852	149	278	358	328	288	359	725	474	232	329	1587	483	469	385	250	173
Weighted base	1743	902	841	181	273	326	312	267	384	500	504	361	379	1580	444	461	425	250	163
Labour	538 31%	287 32%	251 30%	77 43%	107 39%	115 35%	101 32%	73 27%	66 17%	130 26%	167 33%	107 30%	134 35%	488 31%	120 27%	127 27%	178 42%	65 26%	50 31%
Conservative	434 25%	245 27%	189 22%	30 17%	61 22%	74 23%	71 23%	69 26%	130 34%	163 33%	137 27%	75 21%	59 16%	408 26%	132 30%	136 29%	82 19%	58 23%	26 16%
UKIP	284 16%	166 18%	118 14%	16 9%	23 8%	34 10%	66 21%	53 20%	93 24%	63 13%	61 12%	88 24%	72 19%	277 18%	79 18%	87 19%	69 16%	42 17%	7 4%
Lib Dem	106 6%	55 6%	51 6%	15 8%	17 6%	22 7%	11 3%	15 5%	27 7%	46 9%	24 5%	13 4%	23 6%	101 6%	28 6%	18 4%	22 5%	33 13%	5 3%
Green	51 3%	23 3%	28 3%	8 4%	13 5%	7 2%	8 3%	9 3%	5 1%	14 3%	14 3%	14 4%	9 2%	48 3%	22 5%	12 3%	11 3%	4 2%	3 2%
SNP	42 2%	19 2%	24 3%	- -	2 1%	9 3%	9 3%	9 3%	14 4%	9 2%	10 2%	7 2%	16 4%	- -	- -	- -	- -	- -	42 26%
BNP	8 *	5 1%	3 *	2 1%	* *	2 1%	3 1%	2 1%	- -	4 1%	1 *	1 *	2 1%	7 *	2 1%	1 *	4 1%	1 *	1 *
Plaid Cymru	3 *	3 *	- -	* *	- -	1 *	1 *	- -	1 *	1 *	2 *	- -	- -	3 *	- -	- -	- -	3 1%	- -
Other	10 1%	10 1%	* *	- -	2 1%	3 1%	2 1%	1 1%	2 *	1 *	6 1%	1 *	2 1%	10 1%	4 1%	2 1%	3 1%	1 *	- -
Refused	18 1%	2 *	16 2%	3 2%	2 1%	5 2%	3 1%	2 1%	2 1%	5 1%	5 1%	3 1%	5 1%	15 1%	5 1%	7 2%	1 *	2 1%	3 2%
Don't know	248 14%	87 10%	160 19%	30 17%	46 17%	55 17%	37 12%	34 13%	45 12%	63 13%	76 15%	52 15%	57 15%	221 14%	53 12%	71 15%	55 13%	41 16%	27 17%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	1760	511	558	149	284	57	46	5	10	16	182	611	409	370
Weighted base	1743	485	576	135	298	55	45	4	11	13	175	574	449	349
Labour	538 31%	-	538 94%	-	-	-	-	-	-	-	-	26 5%	357 79%	90 26%
Conservative	434 25%	434 90%	-	-	-	-	-	-	-	-	-	375 65%	11 3%	19 5%
UKIP	284 16%	-	-	-	284 95%	-	-	-	-	-	-	102 18%	26 6%	48 14%
Lib Dem	106 6%	-	-	106 79%	-	-	-	-	-	-	-	6 1%	4 1%	89 25%
Green	51 3%	-	-	-	-	51 92%	-	-	-	-	-	5 1%	6 1%	16 5%
SNP	42 2%	-	-	-	-	-	42 93%	-	-	-	-	-	1 *	4 1%
BNP	8 *	-	-	-	-	-	-	-	8 75%	-	-	-	1 *	2 1%
Plaid Cymru	3 *	-	-	-	-	-	-	3 76%	-	-	-	-	-	*
Other	10 1%	-	-	-	-	-	-	-	-	10 76%	-	1 *	* *	3 1%
Refused	18 1%	*	1 *	-	-	-	-	-	-	-	18 10%	* *	1 *	-
Don't know	248 14%	50 10%	36 6%	29 21%	14 5%	4 8%	3 7%	1 24%	3 25%	3 24%	157 90%	60 10%	42 9%	78 22%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	UKIP	Lib Dem	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1760	512	522	140	156	40	43	9	4	33	30	271
Weighted base	1743	539	496	156	138	42	39	8	3	29	30	262
Labour	538 31%	444 82%	9 2%	2 1%	14 10%	2 4%	7 18%	-	-	4 13%	3 10%	54 21%
Conservative	434 25%	10 2%	373 75%	5 3%	9 7%	* 1%	1 3%	-	-	2 7%	5 15%	29 11%
UKIP	284 16%	24 5%	60 12%	139 89%	5 4%	-	-	3 40%	-	5 18%	* 2%	48 18%
Lib Dem	106 6%	9 2%	7 1%	1 1%	79 58%	-	* 1%	-	-	-	-	9 4%
Green	51 3%	9 2%	2 *	-	2 2%	3 6%	26 67%	-	-	3 9%	* 2%	5 2%
SNP	42 2%	2 *	1 *	-	-	36 87%	-	-	-	-	-	3 1%
BNP	8 *	-	-	-	-	-	-	4 52%	-	* 1%	-	3 1%
Plaid Cymru	3 *	-	1 *	-	-	-	-	-	2 73%	-	-	-
Other	10 1%	1 *	-	-	-	-	-	1 8%	-	9 30%	-	-
Refused	18 1%	1 *	* *	-	-	-	-	-	-	-	15 51%	1 *
Don't know	248 14%	38 7%	43 9%	10 6%	28 20%	1 2%	5 12%	-	1 27%	6 22%	6 21%	109 42%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1760	173	71	169	145	182	85	158	240	243	165	129
Weighted base	1743	163	81	190	155	169	90	159	223	221	159	132
Labour	538 31%	50 31%	33 40%	87 46%	59 38%	44 26%	24 26%	43 27%	73 33%	46 21%	41 26%	40 30%
Conservative	434 25%	26 16%	17 21%	37 19%	29 18%	49 29%	15 17%	39 25%	62 28%	70 32%	43 27%	48 36%
UKIP	284 16%	7 4%	12 14%	31 17%	26 17%	36 21%	11 12%	31 20%	37 16%	43 19%	31 19%	20 15%
Lib Dem	106 6%	5 3%	5 7%	5 3%	12 8%	9 5%	11 12%	5 3%	8 4%	19 9%	22 14%	5 3%
Green	51 3%	3 2%	3 3%	6 3%	2 2%	5 3%	3 3%	5 3%	7 3%	14 6%	1 1%	2 2%
SNP	42 2%	42 26%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BNP	8 *	1 *	- -	4 2%	- -	1 *	- -	- -	1 *	1 1%	1 *	- -
Plaid Cymru	3 *	- -	- -	- -	- -	- -	3 4%	- -	- -	- -	- -	- -
Other	10 1%	- -	- -	1 1%	2 1%	1 *	1 1%	2 1%	3 1%	1 1%	- -	- -
Refused	18 1%	3 2%	- -	1 1%	- -	5 3%	1 1%	1 1%	3 1%	2 1%	1 1%	1 *
Don't know	248 14%	27 17%	12 14%	18 9%	26 17%	21 12%	21 24%	33 21%	29 13%	24 11%	20 12%	17 13%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	542	179	363	81	107	137	79	73	65	167	161	80	134	494	135	150	121	88	48
Weighted base	552	181	371	99	102	122	72	72	84	114	163	122	153	509	127	152	145	85	43
Labour	58 11%	17 9%	41 11%	18 18%	11 11%	6 5%	10 13%	6 8%	8 9%	11 10%	18 11%	11 9%	19 13%	52 10%	13 10%	12 8%	21 14%	7 8%	6 14%
Conservative	54 10%	24 13%	31 8%	10 10%	6 6%	11 9%	9 12%	9 12%	11 13%	12 10%	10 6%	7 6%	25 16%	50 10%	11 9%	13 8%	18 12%	8 10%	5 11%
UKIP	29 5%	9 5%	20 6%	2 2%	2 2%	3 3%	6 8%	6 8%	10 12%	6 5%	6 4%	5 4%	12 8%	29 6%	7 5%	11 7%	7 5%	5 6%	- -
Lib Dem	20 4%	6 3%	15 4%	1 1%	5 5%	5 4%	3 4%	5 7%	2 3%	5 5%	3 2%	6 5%	5 3%	20 4%	3 3%	7 5%	8 5%	2 2%	- -
Green	20 4%	6 3%	14 4%	4 4%	2 2%	5 4%	3 4%	4 5%	2 3%	5 4%	6 4%	4 3%	5 3%	20 4%	7 6%	5 4%	5 3%	3 3%	- -
BNP	5 1%	- -	5 1%	3 3%	- -	1 1%	- -	1 2%	- -	- -	1 1%	3 2%	1 1%	5 1%	- -	1 1%	1 1%	3 3%	- -
SNP	3 1%	2 1%	1 *	- -	1 1%	- -	1 1%	- -	1 1%	1 1%	- -	1 1%	1 1%	- -	- -	- -	- -	- -	3 7%
Plaid Cymru	2 *	- -	2 *	- -	- -	- -	1 1%	- -	1 1%	- -	2 1%	- -	- -	2 *	- -	- -	- -	2 2%	- -
Other	11 2%	8 4%	3 1%	- -	2 2%	3 3%	1 2%	3 4%	2 2%	2 1%	4 3%	4 3%	1 1%	9 2%	2 1%	3 2%	2 1%	2 2%	2 6%
Refused	29 5%	7 4%	22 6%	3 3%	4 4%	10 8%	4 6%	2 3%	6 8%	5 4%	8 5%	8 7%	8 5%	27 5%	10 8%	8 5%	5 3%	5 5%	2 6%
Don't know	320 58%	102 57%	218 59%	58 59%	69 68%	78 64%	36 49%	37 51%	42 49%	68 60%	105 64%	73 60%	74 49%	296 58%	74 58%	92 60%	80 55%	50 59%	24 57%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	542	52	41	28	13	5	3	1	1	5	349	91	55	108
Weighted base	552	50	37	29	14	4	3	1	3	3	350	84	64	107
Labour	58 11%	-	19 51%	-	-	-	-	-	-	-	-	3 3%	18 28%	8 8%
Conservative	54 10%	32 62%	-	-	-	-	-	-	-	-	-	22 27%	1 1%	9 8%
UKIP	29 5%	-	-	-	14 100%	-	-	-	-	-	-	6 7%	5 7%	7 6%
Lib Dem	20 4%	-	-	12 42%	-	-	-	-	-	-	-	-	1 2%	12 12%
Green	20 4%	-	-	-	-	4 100%	-	-	-	-	-	1 1%	2 3%	6 6%
BNP	5 1%	-	-	-	-	-	-	-	3 100%	-	-	1 1%	-	-
SNP	3 1%	-	-	-	-	-	3 100%	-	-	-	-	-	-	1 1%
Plaid Cymru	2 *	-	-	-	-	-	-	1 100%	-	-	-	-	-	1 1%
Other	11 2%	-	-	-	-	-	-	-	3 100%	-	-	2 2%	2 3%	2 2%
Refused	29 5%	* 1%	1 3%	-	-	-	-	-	-	-	29 8%	* 1%	1 2%	-
Don't know	320 58%	18 37%	17 46%	17 58%	-	-	-	-	-	-	320 92%	49 59%	35 54%	60 57%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	Conser -vative	Labour	Lib Dem	UKIP	Green	Plaid Cymru	SNP	BNP	Other	Refused	Don't know
Unweighted base	542	72	71	45	16	14	2	1	-	18	29	274
Weighted base	552	71	71	46	21	11	2	1	-	18	33	278
Labour	58 11%	1 2%	34 47%	3 7%	- -	1 6%	- -	- -	- -	- -	2 7%	17 6%
Conservative	54 10%	36 51%	-	4 9%	2 7%	-	-	-	-	-	1 2%	12 4%
UKIP	29 5%	4 5%	1 2%	2 5%	10 48%	-	2 64%	-	-	1 3%	-	9 3%
Lib Dem	20 4%	2 3%	3 4%	9 20%	-	1 9%	-	-	-	1 4%	-	4 2%
Green	20 4%	2 3%	3 4%	3 7%	-	6 51%	-	-	-	1 3%	-	6 2%
BNP	5 1%	-	1 2%	-	3 12%	-	-	-	-	-	-	1 *
SNP	3 1%	-	1 2%	1 2%	-	-	-	-	-	-	-	1 *
Plaid Cymru	2 *	-	-	-	-	-	-	-	-	-	-	2 1%
Other	11 2%	-	1 2%	-	-	-	-	-	-	6 32%	-	4 1%
Refused	29 5%	* 1%	1 2%	-	-	-	-	-	-	-	25 74%	3 1%
Don't know	320 58%	25 35%	26 36%	23 50%	7 32%	4 34%	1 36%	1 100%	-	10 58%	6 17%	219 79%

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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

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	542	48	18	57	46	49	39	60	67	68	49	41
Weighted base	552	43	24	71	51	44	40	64	63	64	45	43
Labour	58 11%	6 14%	6 23%	7 10%	8 16%	4 9%	3 8%	1 2%	9 14%	4 7%	4 8%	7 16%
Conservative	54 10%	5 11%	-	14 20%	4 8%	4 9%	3 6%	9 14%	6 10%	5 7%	6 12%	-
UKIP	29 5%	-	-	3 4%	4 7%	4 9%	4 10%	4 6%	2 4%	4 6%	1 3%	3 6%
Lib Dem	20 4%	-	2 8%	1 1%	5 10%	1 2%	-	2 3%	2 3%	1 2%	2 4%	4 9%
Green	20 4%	-	1 4%	2 2%	2 4%	3 6%	1 2%	* 1%	3 4%	5 7%	2 4%	2 5%
BNP	5 1%	-	-	-	1 2%	-	3 6%	1 2%	-	-	-	-
SNP	3 1%	3 7%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	2 *	-	-	-	-	-	2 4%	-	-	-	-	-
Other	11 2%	2 6%	-	1 2%	1 1%	1 2%	1 3%	-	1 1%	1 1%	1 1%	3 6%
Refused	29 5%	2 6%	1 3%	4 6%	-	5 12%	1 3%	1 2%	5 8%	5 8%	3 7%	1 3%
Don't know	320 58%	24 57%	15 61%	39 55%	27 53%	23 52%	23 58%	45 71%	35 56%	38 60%	27 60%	23 54%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Labour	570 28%	295 30%	275 27%	81 33%	96 29%	109 28%	116 34%	77 25%	91 22%	135 25%	165 28%	127 30%	143 30%	520 28%	128 25%	128 24%	204 40%	60 21%	50 29%
Conservative	524 26%	291 29%	233 22%	36 15%	56 17%	74 19%	86 25%	95 31%	176 42%	188 34%	149 25%	91 21%	96 20%	494 27%	153 30%	155 29%	107 21%	79 27%	30 17%
UKIP	168 8%	95 10%	72 7%	16 6%	19 6%	26 7%	32 9%	32 10%	43 10%	25 5%	34 6%	60 14%	48 10%	163 9%	42 8%	63 12%	43 8%	16 5%	4 3%
Lib Dem	156 8%	74 7%	82 8%	15 6%	27 8%	33 8%	19 5%	22 7%	41 10%	64 12%	46 8%	17 4%	29 6%	149 8%	42 8%	44 8%	28 5%	35 12%	7 4%
Green	45 2%	21 2%	25 2%	3 1%	12 4%	12 3%	8 2%	6 2%	4 1%	11 2%	17 3%	5 1%	13 3%	43 2%	18 4%	10 2%	9 2%	5 2%	2 1%
SNP	42 2%	17 2%	24 2%	- -	1 *	10 3%	8 2%	11 4%	12 3%	8 1%	9 2%	11 3%	14 3%	- -	- -	- -	- -	- -	42 24%
BNP	8 *	7 1%	2 *	- -	- -	2 1%	3 1%	3 1%	- -	1 *	1 *	1 *	5 1%	7 *	5 1%	2 *	1 *	- -	1 *
Plaid Cymru	5 *	4 *	1 *	* *	1 *	1 *	1 *	2 1%	- -	1 *	1 *	2 *	1 *	5 *	- -	- -	- -	5 2%	- -
Other	40 2%	20 2%	20 2%	6 2%	5 2%	7 2%	6 2%	10 3%	6 2%	10 2%	14 2%	7 2%	9 2%	37 2%	13 3%	12 2%	7 1%	5 2%	3 2%
Refused	42 2%	12 1%	30 3%	7 3%	3 1%	12 3%	4 1%	6 2%	10 2%	8 1%	13 2%	11 3%	10 2%	36 2%	14 3%	12 2%	4 1%	6 2%	5 3%
Don't know	429 21%	157 16%	273 26%	82 33%	106 32%	101 26%	63 18%	40 13%	38 9%	96 18%	137 23%	95 22%	102 22%	399 22%	98 19%	109 20%	110 21%	82 28%	30 17%

Voting Intentions Survey

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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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Labour	570 28%	10 2%	474 82%	12 9%	26 9%	12 22%	3 7%	- -	- -	2 16%	27 8%	24 4%	370 79%	89 24%
Conservative	524 26%	411 85%	10 2%	9 7%	63 21%	2 4%	1 2%	1 24%	- -	- -	25 7%	443 74%	11 2%	21 5%
UKIP	168 8%	7 1%	2 *	1 1%	143 48%	- -	- -	- -	3 25%	- -	7 2%	38 6%	18 4%	23 6%
Lib Dem	156 8%	13 3%	16 3%	100 74%	5 2%	3 6%	1 2%	- -	- -	- -	23 6%	7 1%	8 2%	124 33%
Green	45 2%	1 *	7 1%	1 1%	- -	27 49%	- -	- -	- -	- -	4 1%	5 1%	4 1%	16 4%
SNP	42 2%	* *	2 *	- -	- -	3 5%	36 80%	- -	- -	- -	1 *	- -	2 1%	3 1%
BNP	8 *	- -	- -	- -	3 1%	- -	- -	- -	4 41%	1 5%	- *	1 *	2 *	1 *
Plaid Cymru	5 *	- -	- -	- -	- -	- -	- -	2 53%	- -	- -	1 *	- -	- -	* *
Other	40 2%	2 *	4 1%	- -	5 2%	3 5%	- -	- -	* 3%	10 79%	10 3%	5 1%	5 1%	10 3%
Refused	42 2%	5 1%	3 1%	- -	* *	* 1%	- -	- -	- -	- -	31 9%	3 1%	2 *	1 *
Don't know	429 21%	37 8%	58 10%	12 9%	53 18%	5 10%	4 9%	1 24%	3 31%	- -	222 63%	72 12%	48 10%	90 24%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Labour	570 28%	570 100%	-	-	-	-	-	-	-	-	-	-
Conservative	524 26%	-	524 100%	-	-	-	-	-	-	-	-	-
UKIP	168 8%	-	-	168 100%	-	-	-	-	-	-	-	-
Lib Dem	156 8%	-	-	-	156 100%	-	-	-	-	-	-	-
Green	45 2%	-	-	-	-	45 100%	-	-	-	-	-	-
SNP	42 2%	-	-	-	-	-	42 100%	-	-	-	-	-
BNP	8 *	-	-	-	-	-	-	8 100%	-	-	-	-
Plaid Cymru	5 *	-	-	-	-	-	-	-	5 100%	-	-	-
Other	40 2%	-	-	-	-	-	-	-	-	40 100%	-	-
Refused	42 2%	-	-	-	-	-	-	-	-	-	42 100%	-
Don't know	429 21%	-	-	-	-	-	-	-	-	-	-	429 100%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

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

Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Labour	570 28%	50 29%	43 47%	91 38%	69 38%	46 25%	21 19%	36 19%	69 27%	59 23%	40 21%	45 29%
Conservative	524 26%	30 17%	18 19%	51 21%	38 21%	53 28%	21 19%	54 29%	77 30%	76 29%	58 32%	48 30%
UKIP	168 8%	4 3%	7 7%	21 9%	15 9%	23 12%	6 6%	27 14%	15 6%	27 11%	9 5%	12 8%
Lib Dem	156 8%	7 4%	4 5%	10 4%	14 8%	15 8%	11 10%	16 9%	17 7%	25 10%	24 13%	13 8%
Green	45 2%	2 1%	4 4%	5 2%	1 1%	3 2%	3 2%	7 4%	12 5%	6 2%	3 2%	1 *
SNP	42 2%	42 24%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BNP	8 *	1 *	- -	1 *	- -	1 1%	- -	1 *	2 1%	3 1%	- -	- -
Plaid Cymru	5 *	- -	- -	- -	- -	- -	5 4%	- -	- -	- -	- -	- -
Other	40 2%	3 2%	- -	6 2%	2 1%	4 2%	3 3%	8 4%	8 3%	5 2%	1 1%	- -
Refused	42 2%	5 3%	3 3%	2 1%	- -	9 5%	2 1%	2 1%	6 2%	8 3%	4 2%	1 1%
Don't know	429 21%	30 17%	14 15%	55 23%	41 23%	33 18%	37 34%	38 20%	48 19%	50 19%	44 24%	38 24%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	1636	870	766	127	253	318	313	273	352	683	431	212	310	1483	455	431	368	229	153
Weighted base	1486	801	686	131	212	265	278	239	361	438	418	302	329	1349	380	388	371	211	138
Labour	522 35%	277 35%	245 36%	66 50%	96 45%	115 43%	101 36%	71 30%	73 20%	130 30%	163 39%	99 33%	130 40%	473 35%	113 30%	121 31%	174 47%	66 31%	49 36%
Conservative	449 30%	248 31%	201 29%	29 22%	58 27%	73 27%	76 27%	75 31%	139 38%	167 38%	135 32%	77 26%	69 21%	419 31%	136 36%	137 35%	87 24%	59 28%	30 22%
UKIP	276 19%	159 20%	117 17%	14 10%	20 10%	32 12%	64 23%	52 22%	94 26%	61 14%	58 14%	83 28%	74 23%	270 20%	76 20%	86 22%	64 17%	44 21%	6 5%
Lib Dem	120 8%	57 7%	63 9%	11 9%	20 9%	24 9%	14 5%	19 8%	33 9%	48 11%	28 7%	17 6%	27 8%	115 9%	29 8%	28 7%	28 8%	30 14%	5 4%
Green	50 3%	22 3%	29 4%	7 5%	13 6%	8 3%	8 3%	10 4%	5 1%	15 3%	14 3%	13 4%	8 2%	48 4%	20 5%	12 3%	12 3%	4 2%	3 2%
SNP	43 3%	20 2%	23 3%	- -	3 1%	8 3%	9 3%	9 4%	14 4%	10 2%	9 2%	8 3%	16 5%	- -	- -	- -	- -	- -	43 31%
BNP	10 1%	4 1%	5 1%	4 3%	* *	1 1%	3 1%	2 1%	- -	3 1%	1 *	4 1%	2 1%	9 1%	2 *	1 *	3 1%	3 2%	1 1%
Plaid Cymru	4 *	3 *	1 *	* *	- -	1 *	1 *	- -	2 1%	1 *	3 1%	- -	- -	4 *	- -	- -	- -	4 2%	- -
Other	12 1%	10 1%	2 *	- -	2 1%	4 1%	3 1%	2 1%	2 1%	2 *	7 2%	1 *	2 1%	12 1%	4 1%	3 1%	3 1%	1 *	* *

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	1636	511	558	149	284	57	46	5	10	16	58	589	398	337
Weighted base	1486	449	522	120	276	50	43	4	10	12	48	526	402	293
Labour	522 35%	-	522 100%	-	-	-	-	-	-	-	16 34%	28 5%	349 87%	91 31%
Conservative	449 30%	449 100%	-	-	-	-	-	-	-	-	16 34%	386 73%	10 2%	25 8%
UKIP	276 19%	-	-	-	276 100%	-	-	-	-	-	-	102 19%	29 7%	47 16%
Lib Dem	120 8%	-	-	120 100%	-	-	-	-	-	-	15 32%	5 1%	4 1%	103 35%
Green	50 3%	-	-	-	-	50 100%	-	-	-	-	-	5 1%	7 2%	17 6%
SNP	43 3%	-	-	-	-	-	43 100%	-	-	-	-	-	1 *	5 2%
BNP	10 1%	-	-	-	-	-	-	-	10 100%	-	-	-	1 *	2 1%
Plaid Cymru	4 *	-	-	-	-	-	-	4 100%	-	-	-	-	-	1 *
Other	12 1%	-	-	-	-	-	-	-	-	12 100%	-	* *	1 *	2 1%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	UKIP	Lib Dem	SNP	Green	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	1636	512	522	138	156	39	39	9	3	28	9	181
Weighted base	1486	489	467	142	124	39	33	8	2	23	8	153
Labour	522 35%	431 88%	9 2%	2 1%	15 12%	2 4%	7 21%	-	-	4 16%	3 36%	51 33%
Conservative	449 30%	9 2%	385 82%	5 4%	11 9%	* 1%	1 3%	-	-	2 8%	4 52%	32 21%
UKIP	276 19%	24 5%	60 13%	131 93%	5 4%	-	-	3 42%	-	5 22%	* 7%	47 31%
Lib Dem	120 8%	10 2%	8 2%	1 1%	90 72%	-	1 2%	-	-	-	-	10 7%
Green	50 3%	10 2%	2 *	-	3 2%	3 7%	24 73%	-	-	3 12%	* 5%	5 3%
SNP	43 3%	3 1%	1 *	-	* *	35 88%	-	-	-	-	-	4 3%
BNP	10 1%	-	-	3 2%	-	-	-	4 50%	-	* 2%	-	3 2%
Plaid Cymru	4 *	-	1 *	-	-	-	-	-	2 100%	-	-	1 1%
Other	12 1%	2 *	-	-	-	-	-	1 8%	-	9 40%	-	-

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

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	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	1636	153	68	162	138	172	73	138	229	226	156	121
Weighted base	1486	138	69	168	134	142	70	131	192	188	141	115
Labour	522 35%	49 36%	33 49%	80 48%	60 45%	43 31%	23 32%	39 30%	69 36%	44 23%	43 31%	38 33%
Conservative	449 30%	30 22%	16 23%	41 24%	31 23%	49 35%	15 22%	43 33%	66 34%	69 37%	44 31%	45 39%
UKIP	276 19%	6 5%	11 16%	30 18%	23 17%	33 23%	13 19%	33 25%	37 19%	39 21%	31 22%	21 18%
Lib Dem	120 8%	5 4%	6 9%	5 3%	17 13%	9 7%	9 13%	10 8%	10 5%	19 10%	21 15%	8 7%
Green	50 3%	3 2%	2 3%	7 4%	2 2%	5 4%	3 4%	4 3%	7 3%	14 7%	1 1%	2 2%
SNP	43 3%	43 31%	-	-	-	-	-	-	-	-	-	-
BNP	10 1%	1 1%	-	3 2%	-	1 *	3 4%	-	1 1%	1 *	1 *	-
Plaid Cymru	4 *	-	-	-	-	-	4 6%	-	-	-	-	-
Other	12 1%	* *	-	1 1%	2 1%	1 1%	1 1%	2 1%	2 1%	2 1%	* *	-

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

David Cameron

Base: All respondents

	Gender		Age							Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Favourable	549 27%	300 30%	249 24%	47 19%	74 23%	86 22%	91 26%	91 30%	160 38%	192 35%	154 26%	108 25%	95 20%	515 28%	167 33%	158 30%	107 21%	82 28%	34 19%
Unfavourable	977 48%	493 50%	484 47%	102 42%	148 45%	200 52%	181 53%	158 52%	188 45%	237 43%	276 47%	210 49%	254 54%	868 47%	217 42%	242 45%	271 53%	137 47%	109 62%
Neither	394 19%	170 17%	225 22%	63 25%	77 23%	79 20%	62 18%	47 15%	67 16%	101 19%	121 21%	86 20%	86 18%	366 20%	110 21%	106 20%	96 19%	54 18%	28 16%
Don't know	109 5%	31 3%	78 8%	35 14%	28 9%	22 6%	10 3%	7 2%	7 2%	16 3%	36 6%	22 5%	35 7%	104 6%	18 4%	28 5%	40 8%	18 6%	5 3%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

David Cameron

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Favourable	549 27%	379 78%	35 6%	32 23%	49 17%	9 16%	4 8%	1 24%	1 7%	-	32 9%	371 62%	43 9%	67 18%
Unfavourable	977 48%	24 5%	439 76%	57 42%	174 59%	41 75%	36 79%	3 66%	10 93%	9 65%	151 43%	97 16%	328 70%	234 62%
Neither	394 19%	77 16%	83 14%	41 31%	66 22%	4 8%	5 10%	* 11%	-	5 35%	101 29%	118 20%	81 17%	67 18%
Don't know	109 5%	4 1%	19 3%	5 4%	8 3%	1 2%	1 2%	-	-	-	66 19%	11 2%	19 4%	9 2%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

David Cameron

Base: All respondents

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Favourable	549 27%	44 8%	364 69%	17 10%	44 28%	6 13%	2 6%	1 9%	- -	2 5%	5 13%	63 15%
Unfavourable	977 48%	426 75%	64 12%	104 62%	69 44%	31 68%	35 85%	5 62%	4 90%	29 72%	21 50%	188 44%
Neither	394 19%	76 13%	90 17%	42 25%	40 26%	7 15%	3 7%	2 29%	* 10%	9 23%	10 25%	114 27%
Don't know	109 5%	24 4%	6 1%	5 3%	2 1%	1 3%	1 3%	- -	- -	- -	5 12%	65 15%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

David Cameron

Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Favourable	549 27%	34 19%	22 23%	51 21%	34 19%	58 31%	21 19%	44 23%	76 30%	91 35%	62 33%	57 36%
Unfavourable	977 48%	109 62%	46 50%	127 53%	98 54%	83 44%	58 53%	88 47%	109 43%	108 42%	80 43%	71 45%
Neither	394 19%	28 16%	12 13%	46 19%	38 21%	39 21%	21 19%	49 26%	60 24%	50 19%	33 18%	19 12%
Don't know	109 5%	5 3%	13 14%	17 7%	10 6%	8 4%	9 8%	8 4%	9 4%	9 4%	9 5%	11 7%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Conservative Party generally

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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Favourable	498 25%	274 28%	224 22%	41 17%	55 17%	79 20%	73 21%	87 29%	163 39%	180 33%	141 24%	98 23%	79 17%	466 25%	150 29%	137 26%	105 20%	74 25%	32 18%
Unfavourable	1005 50%	505 51%	500 48%	97 40%	170 52%	200 52%	189 55%	163 54%	185 44%	241 44%	277 47%	219 51%	267 57%	890 48%	219 43%	249 47%	278 54%	145 50%	114 65%
Neither	407 20%	183 18%	224 22%	69 28%	71 22%	85 22%	71 21%	45 15%	65 15%	106 19%	127 22%	87 21%	87 18%	382 21%	119 23%	121 23%	89 17%	52 18%	25 14%
Don't know	119 6%	31 3%	89 9%	39 16%	31 9%	23 6%	11 3%	8 2%	8 2%	19 3%	41 7%	22 5%	38 8%	115 6%	24 5%	27 5%	42 8%	21 7%	5 3%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Conservative Party generally

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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Favourable	498 25%	385 80%	20 4%	15 11%	44 15%	3 5%	2 4%	1 24%	1 7%	-	20 6%	379 63%	25 5%	41 11%
Unfavourable	1005 50%	16 3%	453 79%	77 57%	164 55%	46 83%	37 82%	3 66%	10 93%	13 95%	148 42%	79 13%	347 74%	260 69%
Neither	407 20%	76 16%	82 14%	39 29%	83 28%	6 10%	5 11%	* 11%	-	1 5%	108 31%	129 22%	77 16%	67 18%
Don't know	119 6%	6 1%	20 3%	5 3%	7 2%	1 2%	1 2%	-	-	-	73 21%	11 2%	21 4%	10 3%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Conservative Party generally

Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Favourable	498 25%	25 4%	388 74%	15 9%	28 18%	2 5%	* 1%	1 9%	- -	2 5%	6 14%	31 7%
Unfavourable	1005 50%	441 77%	44 8%	104 62%	80 52%	33 73%	36 86%	5 62%	4 90%	32 80%	20 48%	204 48%
Neither	407 20%	79 14%	85 16%	44 26%	44 28%	9 19%	4 10%	2 29%	* 10%	6 15%	8 19%	126 29%
Don't know	119 6%	25 4%	8 1%	5 3%	3 2%	1 3%	1 3%	- -	- -	- -	8 19%	68 16%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Conservative Party generally

Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Favourable	498 25%	32 18%	19 20%	52 22%	34 19%	45 24%	12 11%	38 20%	68 27%	82 32%	62 34%	53 34%
Unfavourable	1005 50%	114 65%	44 47%	133 55%	101 56%	96 51%	63 59%	90 47%	104 41%	114 44%	82 44%	63 40%
Neither	407 20%	25 14%	17 18%	38 16%	35 20%	39 21%	23 21%	54 28%	70 28%	49 19%	29 16%	28 18%
Don't know	119 6%	5 3%	13 14%	19 8%	10 6%	7 4%	10 9%	8 4%	12 5%	12 5%	11 6%	13 8%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Ed Miliband

Base: All respondents

	Gender		Age							Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Favourable	374 18%	188 19%	186 18%	46 19%	63 19%	82 21%	74 22%	53 18%	55 13%	96 18%	112 19%	80 19%	86 18%	337 18%	80 16%	85 16%	126 24%	46 16%	37 21%
Unfavourable	997 49%	540 54%	456 44%	79 32%	135 41%	168 43%	166 48%	173 57%	276 66%	295 54%	270 46%	206 48%	226 48%	919 50%	283 55%	274 51%	211 41%	151 52%	78 44%
Neither	495 24%	216 22%	279 27%	78 32%	91 28%	104 27%	88 26%	64 21%	70 17%	128 24%	149 25%	112 26%	105 22%	445 24%	119 23%	131 25%	124 24%	71 24%	50 28%
Don't know	163 8%	48 5%	115 11%	44 18%	38 12%	33 9%	16 5%	13 4%	19 4%	26 5%	55 9%	29 7%	53 11%	151 8%	31 6%	44 8%	53 10%	23 8%	12 7%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Ed Miliband

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Favourable	374 18%	11 2%	313 54%	11 8%	10 3%	6 11%	4 10%	-	3 25%	1 5%	16 5%	27 5%	221 47%	69 18%
Unfavourable	997 49%	395 82%	69 12%	70 51%	223 75%	32 58%	21 47%	2 54%	5 48%	8 58%	141 40%	470 79%	91 19%	163 43%
Neither	495 24%	64 13%	162 28%	46 34%	56 19%	16 29%	17 37%	2 46%	2 20%	4 32%	106 30%	85 14%	125 26%	124 33%
Don't know	163 8%	14 3%	32 6%	9 7%	9 3%	1 2%	3 7%	-	1 7%	1 5%	87 25%	16 3%	34 7%	22 6%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Ed Miliband

Base: All respondents

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Favourable	374 18%	289 51%	12 2%	8 5%	21 13%	3 8%	3 6%	1 11%	- -	4 9%	2 5%	32 7%
Unfavourable	997 49%	94 16%	425 81%	117 70%	79 51%	21 45%	21 49%	5 58%	2 46%	27 68%	23 54%	183 43%
Neither	495 24%	151 27%	72 14%	37 22%	47 30%	20 43%	16 37%	1 13%	3 54%	8 21%	8 19%	133 31%
Don't know	163 8%	36 6%	16 3%	5 3%	9 6%	2 4%	3 7%	1 17%	- -	1 2%	9 21%	81 19%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Ed Miliband

Base: All respondents

	Region											
	Total	Scot- land	North East	North West	Yorks & Humber	West Mids	Wales	East- ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Favourable	374 18%	37 21%	20 21%	53 22%	53 30%	36 19%	14 13%	27 14%	52 20%	29 11%	32 17%	22 14%
Unfavourable	997 49%	78 44%	41 44%	102 42%	68 38%	103 55%	55 51%	92 49%	129 50%	154 60%	96 52%	79 50%
Neither	495 24%	50 28%	16 18%	64 26%	44 25%	40 21%	29 27%	50 26%	61 24%	58 23%	42 23%	41 26%
Don't know	163 8%	12 7%	16 17%	23 9%	14 8%	8 5%	9 8%	20 11%	14 5%	17 7%	14 8%	15 10%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Labour Party generally

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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Favourable	525 26%	267 27%	258 25%	72 29%	94 29%	110 28%	101 29%	75 25%	72 17%	135 25%	153 26%	97 23%	140 30%	467 25%	106 21%	117 22%	175 34%	70 24%	58 33%
Unfavourable	916 45%	501 50%	416 40%	58 24%	107 33%	157 41%	156 45%	168 55%	269 64%	267 49%	252 43%	201 47%	195 42%	848 46%	266 52%	256 48%	183 36%	142 49%	68 39%
Neither	433 21%	185 19%	248 24%	70 28%	86 26%	93 24%	72 21%	48 16%	63 15%	116 21%	130 22%	97 23%	90 19%	392 21%	108 21%	125 23%	105 20%	55 19%	42 24%
Don't know	155 8%	40 4%	115 11%	46 19%	39 12%	27 7%	15 4%	12 4%	16 4%	26 5%	52 9%	32 7%	45 9%	146 8%	33 6%	36 7%	52 10%	25 9%	8 5%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Labour Party generally

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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Favourable	525 26%	14 3%	426 74%	25 18%	14 5%	5 9%	10 21%	-	3 25%	1 7%	22 6%	29 5%	320 68%	93 25%
Unfavourable	916 45%	390 80%	25 4%	60 44%	222 74%	23 41%	19 43%	2 54%	6 59%	11 84%	130 37%	475 80%	41 9%	153 40%
Neither	433 21%	67 14%	101 18%	43 32%	50 17%	25 46%	15 33%	2 46%	2 17%	1 9%	112 32%	75 13%	81 17%	112 30%
Don't know	155 8%	13 3%	22 4%	7 5%	12 4%	2 4%	1 2%	-	-	-	85 24%	18 3%	27 6%	20 5%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Labour Party generally

Base: All respondents

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Favourable	525 26%	412 72%	17 3%	7 4%	30 19%	3 6%	5 12%	- -	- -	3 7%	5 13%	45 10%
Unfavourable	916 45%	41 7%	425 81%	121 72%	73 47%	17 38%	19 45%	7 83%	2 46%	30 74%	16 39%	164 38%
Neither	433 21%	92 16%	66 13%	32 19%	49 32%	23 50%	17 41%	1 17%	3 54%	7 17%	9 22%	134 31%
Don't know	155 8%	24 4%	17 3%	8 5%	4 2%	3 6%	1 3%	- -	- -	1 2%	11 27%	86 20%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Labour Party generally

Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Favourable	525 26%	58 33%	33 36%	74 30%	68 38%	44 23%	25 23%	32 17%	61 24%	44 17%	45 24%	41 26%
Unfavourable	916 45%	68 39%	30 32%	99 41%	54 30%	90 48%	47 43%	96 51%	124 49%	142 55%	95 52%	71 45%
Neither	433 21%	42 24%	19 20%	44 18%	43 24%	44 23%	25 24%	51 27%	57 22%	51 20%	29 16%	30 19%
Don't know	155 8%	8 5%	12 12%	25 10%	15 9%	10 5%	10 10%	11 6%	12 5%	21 8%	15 8%	16 10%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Nick Clegg

Base: All respondents

	Gender		Age							Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Favourable	266 13%	140 14%	127 12%	30 12%	47 14%	54 14%	47 14%	31 10%	57 14%	93 17%	77 13%	53 12%	43 9%	248 13%	75 15%	67 13%	57 11%	50 17%	18 10%
Unfavourable	1051 52%	564 57%	487 47%	107 43%	154 47%	199 51%	179 52%	167 55%	244 58%	289 53%	289 49%	219 51%	254 54%	955 52%	265 52%	282 53%	262 51%	146 50%	96 55%
Neither	553 27%	246 25%	307 30%	66 27%	90 27%	104 27%	102 30%	89 29%	102 24%	139 26%	167 28%	127 30%	120 25%	500 27%	138 27%	142 27%	147 29%	73 25%	53 30%
Don't know	159 8%	43 4%	116 11%	44 18%	36 11%	31 8%	16 5%	16 5%	17 4%	24 4%	54 9%	27 6%	54 11%	150 8%	34 7%	43 8%	49 10%	23 8%	9 5%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Nick Clegg

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Favourable	266 13%	96 20%	58 10%	71 53%	20 7%	3 5%	-	1 34%	-	1 6%	18 5%	91 15%	50 11%	95 25%
Unfavourable	1051 52%	190 39%	354 62%	20 15%	221 74%	34 62%	33 73%	3 66%	9 90%	10 77%	148 42%	285 48%	285 61%	175 46%
Neither	553 27%	179 37%	132 23%	38 28%	48 16%	17 30%	9 20%	-	1 10%	2 17%	102 29%	196 33%	102 22%	97 26%
Don't know	159 8%	21 4%	31 5%	5 4%	9 3%	2 3%	3 7%	-	-	-	81 23%	25 4%	33 7%	12 3%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Nick Clegg

Base: All respondents

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Favourable	266 13%	55 10%	93 18%	9 6%	74 48%	1 2%	- -	- -	* 10%	1 3%	1 2%	31 7%
Unfavourable	1051 52%	347 61%	223 43%	123 73%	36 23%	30 67%	28 67%	7 79%	4 90%	32 81%	25 59%	197 46%
Neither	553 27%	136 24%	181 35%	31 18%	43 28%	12 26%	11 26%	2 21%	- -	6 14%	6 14%	125 29%
Don't know	159 8%	33 6%	27 5%	5 3%	2 1%	2 5%	3 7%	- -	- -	1 2%	10 25%	76 18%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Nick Clegg

Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Favourable	266 13%	18 10%	7 8%	16 7%	33 19%	28 15%	21 19%	23 12%	37 15%	38 15%	29 16%	16 10%
Unfavourable	1051 52%	96 55%	47 50%	127 52%	88 49%	106 57%	54 50%	98 52%	132 52%	133 52%	93 50%	78 49%
Neither	553 27%	53 30%	25 27%	77 32%	45 25%	43 23%	24 22%	52 27%	74 29%	64 25%	49 26%	48 30%
Don't know	159 8%	9 5%	14 15%	22 9%	13 7%	10 6%	9 9%	17 9%	12 5%	23 9%	14 7%	16 10%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Liberal Democrat Party generally

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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Favourable	285 14%	151 15%	134 13%	27 11%	53 16%	60 16%	49 14%	36 12%	59 14%	106 19%	86 15%	41 10%	52 11%	260 14%	78 15%	69 13%	70 14%	42 15%	25 14%
Unfavourable	1001 49%	536 54%	464 45%	102 41%	148 45%	185 48%	170 50%	155 51%	240 57%	261 48%	270 46%	222 52%	247 52%	911 49%	253 49%	263 49%	241 47%	153 52%	90 51%
Neither	584 29%	265 27%	319 31%	74 30%	88 27%	112 29%	110 32%	98 32%	102 24%	153 28%	175 30%	136 32%	120 26%	532 29%	144 28%	159 30%	155 30%	75 26%	52 30%
Don't know	160 8%	41 4%	119 11%	43 18%	38 12%	30 8%	15 4%	14 4%	20 5%	25 5%	55 9%	27 6%	52 11%	151 8%	37 7%	43 8%	49 10%	22 7%	9 5%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Liberal Democrat Party generally

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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Favourable	285 14%	81 17%	61 11%	97 71%	14 5%	7 14%	1 2%	1 24%	2 16%	-	18 5%	70 12%	47 10%	135 36%
Unfavourable	1001 49%	202 42%	324 56%	12 9%	220 74%	29 52%	31 68%	3 76%	8 77%	9 70%	127 36%	299 50%	263 56%	141 37%
Neither	584 29%	178 37%	165 29%	20 15%	56 19%	18 32%	12 25%	-	1 7%	4 30%	117 34%	197 33%	131 28%	86 23%
Don't know	160 8%	24 5%	26 4%	6 4%	9 3%	2 3%	2 4%	-	-	-	87 25%	31 5%	30 6%	16 4%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Liberal Democrat Party generally

Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Favourable	285 14%	58 10%	66 13%	8 5%	115 74%	1 2%	1 2%	- -	- -	1 2%	1 2%	35 8%
Unfavourable	1001 49%	316 55%	253 48%	121 72%	16 10%	30 67%	25 60%	7 83%	5 100%	30 76%	25 60%	172 40%
Neither	584 29%	166 29%	179 34%	34 20%	22 14%	12 26%	14 33%	1 17%	- -	9 22%	7 16%	141 33%
Don't know	160 8%	30 5%	27 5%	5 3%	3 2%	2 5%	2 4%	- -	- -	- -	9 22%	82 19%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The Liberal Democrat Party generally

Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Favourable	285 14%	25 14%	10 11%	27 11%	33 18%	29 16%	14 13%	24 13%	32 12%	47 18%	28 15%	16 10%
Unfavourable	1001 49%	90 51%	46 49%	115 48%	80 45%	99 53%	55 51%	92 49%	135 53%	119 46%	98 53%	72 46%
Neither	584 29%	52 30%	24 26%	76 32%	54 30%	47 25%	29 27%	58 31%	77 30%	67 26%	46 25%	53 34%
Don't know	160 8%	9 5%	13 14%	24 10%	12 7%	12 6%	10 9%	15 8%	12 5%	25 10%	12 6%	16 10%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Nigel Farage

Base: All respondents

	Gender		Age							Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Net: Eng- land & Wales	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Favourable	443 22%	285 29%	158 15%	25 10%	36 11%	67 17%	98 29%	77 25%	140 33%	101 19%	93 16%	130 31%	118 25%	409 22%	108 21%	137 26%	101 20%	63 22%	34 19%
Unfavourable	784 39%	418 42%	366 35%	89 36%	139 43%	155 40%	124 36%	116 38%	161 38%	262 48%	245 42%	137 32%	140 30%	706 38%	209 41%	174 33%	204 40%	118 41%	78 45%
Neither	459 23%	199 20%	260 25%	56 23%	76 23%	98 25%	83 24%	71 23%	76 18%	124 23%	135 23%	90 21%	111 24%	422 23%	130 25%	130 24%	110 21%	53 18%	37 21%
Don't know	343 17%	91 9%	252 24%	76 31%	75 23%	68 18%	39 11%	39 13%	44 11%	58 11%	113 19%	69 16%	102 22%	315 17%	66 13%	94 18%	99 19%	57 20%	27 15%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Nigel Farage

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative	Labour	Lib Dem	UKIP	Green	SNP	Plaid Cymru	BNP	Some other party	DK/Refuse at Q4	Conser- vative	Labour	Liberal Demo- crat
Unweighted base	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Favourable	443 22%	113 23%	69 12%	11 8%	203 68%	4 8%	5 11%	-	5 50%	1 11%	18 5%	197 33%	73 16%	64 17%
Unfavourable	784 39%	216 45%	278 48%	74 55%	11 4%	35 63%	23 50%	3 76%	5 50%	9 69%	110 31%	205 34%	206 44%	185 49%
Neither	459 23%	100 21%	129 22%	33 24%	61 21%	12 22%	10 22%	1 24%	-	2 11%	98 28%	136 23%	110 23%	77 20%
Don't know	343 17%	55 11%	99 17%	18 13%	23 8%	4 7%	8 18%	-	-	1 8%	124 35%	61 10%	81 17%	52 14%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Nigel Farage

Base: All respondents

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Favourable	443 22%	87 15%	154 29%	122 73%	13 8%	3 7%	4 11%	5 64%	2 33%	6 14%	2 6%	44 10%
Unfavourable	784 39%	263 46%	200 38%	6 3%	88 57%	30 66%	24 56%	2 28%	3 67%	24 59%	12 28%	133 31%
Neither	459 23%	127 22%	114 22%	24 14%	38 24%	8 17%	8 18%	- -	- -	5 13%	11 26%	125 29%
Don't know	343 17%	93 16%	56 11%	17 10%	17 11%	4 9%	6 15%	1 8%	- -	6 14%	17 40%	127 30%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

Nigel Farage

Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Favourable	443 22%	34 19%	17 18%	50 21%	35 19%	57 30%	24 22%	42 22%	55 21%	53 21%	40 22%	38 24%
Unfavourable	784 39%	78 45%	41 44%	101 42%	63 35%	70 37%	38 36%	60 32%	106 41%	103 40%	80 44%	45 29%
Neither	459 23%	37 21%	13 14%	51 21%	45 25%	36 19%	22 21%	52 27%	65 25%	65 25%	31 17%	41 26%
Don't know	343 17%	27 15%	22 24%	40 16%	37 21%	25 13%	23 22%	36 19%	30 12%	36 14%	34 18%	33 21%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The UK Independence Party (UKIP) generally

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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Favourable	541 27%	305 31%	236 23%	44 18%	50 15%	89 23%	120 35%	89 29%	149 35%	119 22%	114 19%	156 37%	152 32%	512 28%	135 26%	160 30%	140 27%	77 27%	30 17%
Unfavourable	778 38%	409 41%	369 36%	85 34%	139 42%	149 39%	124 36%	116 38%	165 39%	274 50%	239 41%	122 29%	143 30%	691 37%	196 38%	173 32%	202 39%	120 41%	87 50%
Neither	464 23%	209 21%	255 25%	66 27%	79 24%	104 27%	77 22%	71 23%	67 16%	109 20%	144 25%	106 25%	105 22%	424 23%	129 25%	130 24%	104 20%	61 21%	40 22%
Don't know	246 12%	70 7%	176 17%	52 21%	59 18%	45 12%	23 7%	27 9%	40 10%	43 8%	90 15%	42 10%	71 15%	226 12%	53 10%	71 13%	68 13%	34 12%	20 11%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...
The UK Independence Party (UKIP) generally
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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Favourable	541 27%	113 23%	90 16%	10 8%	268 90%	2 4%	5 11%	-	6 58%	2 15%	28 8%	215 36%	100 21%	76 20%
Unfavourable	778 38%	201 42%	288 50%	79 59%	1 *	38 69%	24 54%	3 76%	4 34%	9 68%	106 30%	190 32%	202 43%	199 53%
Neither	464 23%	130 27%	130 23%	31 23%	24 8%	14 26%	10 22%	1 24%	-	2 11%	109 31%	147 25%	113 24%	66 17%
Don't know	246 12%	40 8%	68 12%	14 11%	6 2%	1 2%	6 13%	-	1 7%	1 5%	106 30%	46 8%	55 12%	37 10%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...

The UK Independence Party (UKIP) generally

Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Favourable	541 27%	116 20%	166 32%	154 92%	13 8%	3 6%	4 11%	5 63%	2 33%	7 19%	5 12%	66 15%
Unfavourable	778 38%	257 45%	190 36%	2 1%	99 64%	31 68%	25 59%	2 20%	3 67%	28 70%	10 23%	132 31%
Neither	464 23%	132 23%	129 25%	8 5%	31 20%	10 22%	8 19%	- -	- -	5 11%	11 26%	131 30%
Don't know	246 12%	65 11%	39 7%	4 2%	12 8%	1 3%	5 12%	1 17%	- -	- -	17 39%	101 24%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q.6 Please indicate whether you have a favourable or unfavourable view of each of the following political leaders and parties...
The UK Independence Party (UKIP) generally
Base: All respondents

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Favourable	541 27%	30 17%	20 22%	67 28%	53 29%	66 35%	27 25%	47 25%	60 24%	74 29%	50 27%	47 30%
Unfavourable	778 38%	87 50%	39 42%	98 40%	65 36%	68 36%	42 39%	62 33%	100 39%	96 37%	78 42%	43 27%
Neither	464 23%	40 22%	17 18%	49 20%	38 21%	39 21%	24 22%	52 28%	64 25%	65 25%	37 20%	39 25%
Don't know	246 12%	20 11%	17 18%	27 11%	24 13%	14 8%	15 14%	28 15%	31 12%	22 9%	18 10%	29 18%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

George Osborne is right to seek a further £12 billion in public spending cuts through reducing welfare benefits

	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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Agree	717 35%	416 42%	302 29%	61 25%	103 32%	122 31%	126 36%	106 35%	200 48%	249 46%	215 37%	151 35%	102 22%	663 36%	195 38%	203 38%	153 30%	112 38%	55 31%
Disagree	809 40%	407 41%	401 39%	86 35%	104 32%	156 40%	170 50%	140 46%	151 36%	185 34%	214 36%	163 38%	247 52%	722 39%	186 36%	192 36%	237 46%	108 37%	87 49%
Don't know	503 25%	170 17%	333 32%	99 40%	120 37%	110 28%	48 14%	57 19%	70 17%	111 20%	158 27%	113 26%	121 26%	468 25%	132 26%	139 26%	125 24%	72 25%	35 20%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

George Osborne is right to seek a further £12 billion in public spending cuts through reducing welfare benefits

	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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Agree	717 35%	354 73%	80 14%	48 36%	121 41%	6 11%	10 22%	1 24%	2 21%	4 29%	76 22%	386 64%	78 17%	104 28%
Disagree	809 40%	54 11%	368 64%	57 42%	111 37%	40 72%	26 57%	2 53%	8 79%	9 66%	104 30%	107 18%	273 58%	197 52%
Don't know	503 25%	77 16%	127 22%	29 22%	66 22%	10 18%	10 21%	1 24%	-	1 4%	169 48%	106 18%	119 25%	76 20%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

George Osborne is right to seek a further £12 billion in public spending cuts through reducing welfare benefits

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Agree	717 35%	90 16%	362 69%	67 40%	59 38%	8 17%	7 17%	5 56%	2 33%	9 23%	10 25%	98 23%
Disagree	809 40%	357 63%	72 14%	68 41%	66 43%	29 65%	27 66%	4 44%	3 67%	24 59%	19 46%	138 32%
Don't know	503 25%	123 22%	89 17%	32 19%	30 19%	9 19%	7 18%	- -	- -	7 18%	12 29%	193 45%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

George Osborne is right to seek a further £12 billion in public spending cuts through reducing welfare benefits

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Agree	717 35%	55 31%	30 32%	63 26%	60 33%	72 38%	37 35%	63 33%	90 35%	105 41%	75 41%	68 43%
Disagree	809 40%	87 49%	46 49%	112 46%	80 44%	73 39%	38 35%	69 37%	99 39%	87 34%	70 38%	49 31%
Don't know	503 25%	35 20%	18 19%	67 28%	40 22%	42 23%	33 31%	57 30%	67 26%	65 25%	39 21%	40 26%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Ed Miliband is an old-style left-winger

	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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Agree	571 28%	345 35%	226 22%	34 14%	69 21%	90 23%	97 28%	94 31%	187 44%	186 34%	159 27%	102 24%	124 26%	529 29%	163 32%	162 30%	121 23%	83 29%	42 24%
Disagree	530 26%	308 31%	223 21%	49 20%	70 21%	99 26%	113 33%	104 34%	96 23%	169 31%	175 30%	94 22%	93 20%	463 25%	129 25%	121 23%	141 27%	72 25%	68 38%
Don't know	927 46%	340 34%	587 57%	163 66%	188 58%	198 51%	135 39%	105 35%	138 33%	191 35%	253 43%	231 54%	253 54%	861 46%	221 43%	251 47%	253 49%	136 47%	66 38%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Ed Miliband is an old-style left-winger

	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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Agree	571 28%	244 50%	94 16%	34 25%	115 39%	8 15%	10 21%	1 24%	3 25%	3 25%	46 13%	302 50%	95 20%	76 20%
Disagree	530 26%	93 19%	242 42%	42 31%	56 19%	20 36%	17 38%	2 42%	4 33%	5 35%	40 11%	114 19%	186 40%	119 32%
Don't know	927 46%	147 30%	240 42%	59 44%	127 42%	27 49%	18 40%	1 34%	4 41%	5 41%	264 76%	182 30%	190 40%	183 48%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Ed Miliband is an old-style left-winger

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Agree	571 28%	106 19%	272 52%	68 41%	39 25%	5 10%	8 20%	3 31%	1 18%	10 26%	6 14%	54 13%
Disagree	530 26%	224 39%	99 19%	25 15%	60 39%	16 36%	18 44%	2 23%	3 72%	12 29%	7 17%	64 15%
Don't know	927 46%	240 42%	153 29%	75 45%	57 36%	25 54%	15 36%	4 46%	* 10%	18 45%	29 69%	311 72%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Ed Miliband is an old-style left-winger

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Agree	571 28%	42 24%	26 28%	54 23%	40 22%	69 37%	25 24%	47 25%	78 31%	85 33%	58 31%	46 29%
Disagree	530 26%	68 38%	21 23%	72 30%	47 26%	42 23%	23 21%	45 24%	80 31%	49 19%	49 27%	33 21%
Don't know	927 46%	66 38%	46 49%	115 48%	92 51%	76 40%	59 55%	97 51%	97 38%	124 48%	77 42%	79 50%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Middle class families have become worse off under the Coalition Government than they would have been under Labour

	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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Agree	760 37%	375 38%	385 37%	63 26%	123 38%	157 41%	146 42%	130 43%	141 33%	202 37%	214 37%	153 36%	191 41%	696 38%	182 35%	193 36%	215 42%	106 36%	65 37%
Disagree	545 27%	318 32%	227 22%	42 17%	68 21%	80 21%	95 28%	99 33%	161 38%	188 34%	163 28%	91 21%	103 22%	490 26%	162 32%	148 28%	105 20%	75 26%	56 32%
Don't know	723 36%	299 30%	424 41%	141 57%	137 42%	150 39%	103 30%	74 24%	119 28%	155 28%	210 36%	183 43%	175 37%	668 36%	169 33%	193 36%	194 38%	111 38%	56 32%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Middle class families have become worse off under the Coalition Government than they would have been under Labour

	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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Agree	760 37%	79 16%	355 62%	39 29%	118 40%	22 40%	17 38%	1 31%	5 48%	7 52%	86 25%	139 23%	264 56%	164 43%
Disagree	545 27%	279 58%	56 10%	41 30%	88 30%	13 23%	10 22%	1 24%	5 45%	4 27%	36 10%	311 52%	49 10%	71 19%
Don't know	723 36%	126 26%	165 29%	55 41%	91 31%	20 37%	18 40%	2 46%	1 7%	3 21%	228 65%	148 25%	157 33%	144 38%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Middle class families have become worse off under the Coalition Government than they would have been under Labour

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Agree	760 37%	342 60%	112 21%	70 42%	49 31%	18 40%	18 44%	4 44%	3 61%	11 27%	18 42%	115 27%
Disagree	545 27%	62 11%	286 55%	48 29%	51 33%	8 17%	9 22%	3 39%	-	9 23%	9 21%	59 14%
Don't know	723 36%	166 29%	125 24%	49 29%	56 36%	20 43%	14 34%	1 17%	2 39%	20 50%	15 37%	255 59%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Middle class families have become worse off under the Coalition Government than they would have been under Labour

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Agree	760 37%	65 37%	41 44%	99 41%	75 42%	72 39%	40 37%	67 36%	98 39%	83 32%	66 36%	54 34%
Disagree	545 27%	56 32%	17 18%	49 20%	40 22%	49 26%	25 23%	51 27%	83 33%	79 31%	50 27%	47 30%
Don't know	723 36%	56 32%	35 38%	94 39%	65 36%	66 35%	43 39%	71 37%	74 29%	96 37%	68 37%	57 36%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Middle class families would be worse off if Ed Miliband becomes Prime Minister in 2015 than if David Cameron is re-elected

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE		South East	Mid- lands	North Eng- land	Wales & South West	Scot- land
Unweighted base	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Agree	679 33%	396 40%	283 27%	47 19%	76 23%	103 27%	112 32%	122 40%	219 52%	216 40%	192 33%	124 29%	147 31%	630 34%	189 37%	180 34%	154 30%	107 37%	49 28%
Disagree	535 26%	272 27%	263 25%	57 23%	90 28%	114 29%	107 31%	85 28%	83 20%	139 25%	168 29%	109 25%	119 25%	463 25%	128 25%	133 25%	131 26%	70 24%	72 41%
Don't know	815 40%	325 33%	490 47%	142 58%	161 49%	171 44%	126 36%	97 32%	119 28%	191 35%	227 39%	193 45%	204 43%	760 41%	195 38%	221 41%	229 45%	114 39%	55 31%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Middle class families would be worse off if Ed Miliband becomes Prime Minister in 2015 than if David Cameron is re-elected

	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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Agree	679 33%	351 72%	54 9%	37 27%	134 45%	11 20%	11 25%	1 24%	4 35%	3 25%	54 15%	405 68%	68 15%	76 20%
Disagree	535 26%	28 6%	334 58%	31 23%	43 14%	22 39%	19 42%	1 20%	6 55%	5 37%	39 11%	56 9%	229 49%	124 33%
Don't know	815 40%	106 22%	188 33%	67 50%	121 41%	23 41%	15 34%	2 56%	1 10%	5 39%	256 73%	136 23%	173 37%	178 47%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Middle class families would be worse off if Ed Miliband becomes Prime Minister in 2015 than if David Cameron is re-elected

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Agree	679 33%	61 11%	375 72%	73 44%	48 31%	6 14%	9 20%	5 60%	- -	11 28%	11 27%	80 19%
Disagree	535 26%	311 55%	42 8%	25 15%	38 24%	14 31%	18 42%	2 19%	1 18%	9 23%	9 21%	66 15%
Don't know	815 40%	198 35%	107 20%	69 41%	70 45%	25 55%	16 38%	2 21%	4 82%	20 49%	22 52%	283 66%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Middle class families would be worse off if Ed Miliband becomes Prime Minister in 2015 than if David Cameron is re-elected

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Agree	679 33%	49 28%	27 29%	75 31%	52 29%	63 34%	36 33%	61 32%	86 34%	103 40%	72 39%	56 35%
Disagree	535 26%	72 41%	21 23%	70 29%	40 22%	46 25%	23 21%	43 23%	66 26%	62 24%	47 26%	44 28%
Don't know	815 40%	55 31%	45 48%	97 40%	88 49%	78 42%	49 46%	85 45%	103 40%	93 36%	65 35%	58 37%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Theresa May would make a better Prime Minister than Boris Johnson

	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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Agree	480 24%	263 27%	217 21%	45 18%	65 20%	71 18%	86 25%	75 25%	138 33%	165 30%	127 22%	96 22%	92 20%	429 23%	116 23%	129 24%	117 23%	67 23%	51 29%
Disagree	598 29%	354 36%	244 24%	62 25%	90 27%	107 28%	113 33%	101 33%	125 30%	168 31%	177 30%	117 28%	135 29%	551 30%	166 32%	153 29%	132 26%	100 34%	47 27%
Don't know	951 47%	376 38%	575 56%	139 56%	172 53%	210 54%	146 42%	127 42%	158 38%	212 39%	283 48%	213 50%	243 52%	873 47%	231 45%	252 47%	265 52%	124 43%	78 44%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Theresa May would make a better Prime Minister than Boris Johnson

	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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Agree	480 24%	124 25%	173 30%	41 30%	70 23%	16 28%	12 26%	-	6 52%	3 26%	32 9%	162 27%	141 30%	103 27%
Disagree	598 29%	191 39%	140 24%	36 27%	109 36%	15 27%	11 23%	1 34%	3 32%	6 47%	69 20%	240 40%	102 22%	110 29%
Don't know	951 47%	171 35%	262 46%	58 43%	120 40%	25 45%	23 50%	3 66%	2 16%	4 27%	248 71%	196 33%	228 48%	166 44%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Theresa May would make a better Prime Minister than Boris Johnson

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Agree	480 24%	168 30%	137 26%	35 21%	55 35%	13 29%	9 20%	3 42%	- -	5 14%	4 8%	50 12%
Disagree	598 29%	139 24%	210 40%	55 33%	44 28%	10 23%	13 30%	4 50%	3 61%	18 44%	10 24%	92 21%
Don't know	951 47%	262 46%	177 34%	77 46%	57 37%	22 48%	21 49%	1 8%	2 39%	17 43%	28 67%	287 67%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Theresa May would make a better Prime Minister than Boris Johnson

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Agree	480 24%	51 29%	24 26%	50 21%	43 24%	49 26%	22 20%	45 24%	71 28%	45 17%	46 25%	35 22%
Disagree	598 29%	47 27%	25 27%	64 27%	42 24%	50 27%	41 38%	61 32%	75 29%	91 35%	60 33%	41 26%
Don't know	951 47%	78 44%	44 47%	127 53%	94 53%	88 47%	46 42%	82 44%	109 43%	122 47%	78 43%	81 52%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Boris Johnson would make a better Prime Minister than Theresa May

	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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Agree	584 29%	344 35%	240 23%	71 29%	95 29%	114 29%	99 29%	89 29%	117 28%	167 31%	177 30%	115 27%	124 26%	538 29%	163 32%	153 29%	132 26%	90 31%	46 26%
Disagree	541 27%	288 29%	253 24%	43 18%	73 22%	91 23%	100 29%	91 30%	143 34%	177 33%	146 25%	111 26%	106 23%	483 26%	135 26%	145 27%	129 25%	74 25%	58 33%
Don't know	904 45%	360 36%	543 52%	132 54%	159 49%	183 47%	145 42%	124 41%	161 38%	201 37%	263 45%	200 47%	240 51%	832 45%	214 42%	237 44%	254 49%	127 44%	72 41%

Voting Intentions Survey

ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Boris Johnson would make a better Prime Minister than Theresa May

	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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Agree	584 29%	188 39%	135 23%	35 26%	106 36%	14 26%	11 23%	1 34%	2 23%	4 32%	68 19%	236 40%	109 23%	100 26%
Disagree	541 27%	129 27%	205 36%	50 37%	74 25%	20 36%	13 28%	1 22%	6 52%	4 33%	35 10%	166 28%	163 35%	117 31%
Don't know	904 45%	167 34%	236 41%	50 37%	118 40%	21 38%	22 49%	2 44%	3 25%	5 35%	246 70%	195 33%	198 42%	161 43%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Boris Johnson would make a better Prime Minister than Theresa May

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Agree	584 29%	132 23%	208 40%	53 32%	41 26%	8 18%	12 28%	3 39%	3 61%	15 38%	14 33%	94 22%
Disagree	541 27%	194 34%	141 27%	40 24%	61 39%	17 37%	11 26%	3 42%	1 20%	9 23%	6 15%	58 14%
Don't know	904 45%	244 43%	175 33%	74 44%	54 35%	21 45%	19 46%	2 20%	1 18%	15 39%	22 52%	277 64%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Boris Johnson would make a better Prime Minister than Theresa May

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Agree	584 29%	46 26%	23 24%	67 28%	42 24%	56 30%	35 33%	57 30%	69 27%	94 36%	55 30%	39 25%
Disagree	541 27%	58 33%	24 26%	56 23%	48 27%	57 30%	23 22%	48 25%	85 33%	50 20%	51 28%	40 25%
Don't know	904 45%	72 41%	46 50%	118 49%	90 50%	74 40%	49 46%	84 44%	101 40%	113 44%	78 42%	78 50%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Scotland should be an independent country

	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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Agree	459 23%	238 24%	221 21%	44 18%	74 23%	101 26%	82 24%	77 25%	82 19%	114 21%	123 21%	108 25%	113 24%	403 22%	123 24%	104 19%	119 23%	58 20%	56 32%
Disagree	996 49%	511 51%	485 47%	110 45%	127 39%	150 39%	177 51%	172 57%	260 62%	314 58%	285 49%	188 44%	208 44%	910 49%	247 48%	265 50%	242 47%	156 53%	86 49%
Don't know	574 28%	244 25%	331 32%	92 37%	126 39%	136 35%	86 25%	54 18%	79 19%	117 21%	178 30%	130 30%	149 32%	540 29%	143 28%	166 31%	153 30%	78 27%	34 19%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Scotland should be an independent country

	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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Agree	459 23%	80 17%	111 19%	28 20%	87 29%	22 39%	37 82%	3 66%	4 42%	6 44%	57 16%	135 23%	95 20%	80 21%
Disagree	996 49%	321 66%	284 49%	69 51%	144 48%	21 38%	3 6%	* 11%	4 38%	3 22%	132 38%	362 61%	217 46%	196 52%
Don't know	574 28%	83 17%	181 31%	38 28%	67 23%	13 23%	5 12%	1 24%	2 20%	5 34%	160 46%	100 17%	158 34%	101 27%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Scotland should be an independent country

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

	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Agree	459 23%	109 19%	108 21%	56 34%	28 18%	12 27%	37 89%	2 26%	3 72%	20 51%	4 11%	77 18%
Disagree	996 49%	285 50%	335 64%	73 44%	85 55%	18 39%	* 1%	4 53%	* 10%	13 32%	22 53%	160 37%
Don't know	574 28%	176 31%	81 15%	38 23%	43 27%	16 35%	4 10%	2 21%	1 18%	7 18%	15 36%	192 45%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

Scotland should be an independent country

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Agree	459 23%	56 32%	21 23%	58 24%	40 22%	31 17%	27 26%	43 23%	60 24%	63 24%	30 16%	29 19%
Disagree	996 49%	86 49%	49 53%	106 44%	87 48%	104 55%	55 51%	81 43%	117 46%	130 50%	101 55%	80 51%
Don't know	574 28%	34 19%	23 25%	77 32%	52 29%	52 28%	25 23%	65 34%	78 31%	65 25%	53 29%	48 31%

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Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There is too much bad language on TV and in films

	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	2029	993	1036	200	337	426	362	320	384	791	551	275	412	1842	554	537	456	295	187
Weighted base	2029	993	1036	246	327	387	344	303	421	546	587	426	470	1853	513	534	514	292	176
Agree	1017 50%	459 46%	558 54%	69 28%	108 33%	157 41%	172 50%	186 61%	325 77%	284 52%	277 47%	220 52%	235 50%	927 50%	260 51%	286 54%	231 45%	150 51%	89 51%
Disagree	703 35%	404 41%	299 29%	120 49%	144 44%	158 41%	137 40%	86 28%	58 14%	197 36%	220 37%	122 29%	165 35%	638 34%	182 35%	158 30%	197 38%	101 35%	65 37%
Don't know	309 15%	130 13%	179 17%	58 23%	75 23%	72 19%	35 10%	32 11%	37 9%	64 12%	89 15%	85 20%	70 15%	288 16%	71 14%	90 17%	86 17%	41 14%	21 12%

Voting Intentions Survey
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Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There is too much bad language on TV and in films

	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	2029	511	558	149	284	57	46	5	10	16	349	633	427	395
Weighted base	2029	485	576	135	298	55	45	4	11	13	350	598	470	378
Agree	1017 50%	284 59%	243 42%	63 47%	200 67%	25 45%	25 54%	2 47%	2 23%	8 59%	151 43%	365 61%	218 46%	176 46%
Disagree	703 35%	155 32%	243 42%	53 39%	73 24%	26 48%	15 34%	2 53%	6 61%	5 41%	98 28%	167 28%	171 36%	157 42%
Don't know	309 15%	46 9%	89 16%	19 14%	25 8%	4 8%	5 12%	- -	2 16%	- -	101 29%	66 11%	82 17%	45 12%

Voting Intentions Survey
ONLINE Fieldwork : 15th - 16th January 2014

Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There is too much bad language on TV and in films

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Labour	Conser -vative	UKIP	Lib Dem	Green	SNP	BNP	Plaid Cymru	Other	Refused	Don't know
Unweighted base	2029	541	546	150	173	51	40	9	5	43	38	433
Weighted base	2029	570	524	168	156	45	42	8	5	40	42	429
Agree	1017 50%	265 46%	320 61%	97 58%	78 50%	20 45%	21 51%	4 44%	- -	17 43%	25 59%	170 40%
Disagree	703 35%	218 38%	159 30%	52 31%	61 39%	21 46%	17 42%	4 48%	4 82%	18 44%	8 19%	141 33%
Don't know	309 15%	87 15%	45 9%	18 11%	17 11%	4 9%	3 8%	1 8%	1 18%	5 13%	9 22%	118 28%

Voting Intentions Survey
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Absolutes/col percents

Q7. Do you agree or disagree with each of the following statements?

Base: All respondents

There is too much bad language on TV and in films

	Region											
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2029	187	82	208	166	201	103	184	273	281	192	152
Weighted base	2029	176	93	241	180	187	108	189	255	258	184	158
Agree	1017 50%	89 51%	45 48%	104 43%	82 46%	95 51%	49 45%	99 52%	134 53%	126 49%	101 55%	93 59%
Disagree	703 35%	65 37%	36 39%	92 38%	68 38%	68 36%	45 42%	53 28%	87 34%	95 37%	56 30%	38 24%
Don't know	309 15%	21 12%	12 13%	45 19%	29 16%	25 13%	14 13%	38 20%	34 13%	37 15%	27 15%	27 17%

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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	2,029	2,029
Weighted base	2,029	2,029
Conservative	622 31%	598 29%
Labour	432 21%	470 23%
Liberal Democrat	385 19%	378 19%
Other	165 8%	158 8%
Did not vote	340 17%	340 17%
Don't remember	50 2%	50 2%
Refused	35 2%	35 2%