

Familiarity with Politicians Poll

METHODOLOGY NOTE

ComRes interviewed 2,057 British adults online between 31st March and 1st April 2015. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 1
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Summary Table
Base: All respondents

	Politicians								
	Nigel Dodds	Caroline Lucas	David Cameron	Nick Clegg	Nigel Farage	Ed Miliband	Nicola Sturgeon	Leanne Wood	Natalie Bennett
Unweighted base	2057	2057	2057	2057	2057	2057	2057	2057	2057
Weighted base	2057	2057	2057	2057	2057	2057	2057	2057	2057
NET: Heard of	638 31%	998 49%	2040 99%	2030 99%	1986 97%	2039 99%	1572 76%	812 39%	1022 50%
Heard of them and know a lot about them	44 2%	149 7%	1383 67%	1040 51%	954 46%	1219 59%	390 19%	51 2%	116 6%
Heard of them and know a little about them	155 8%	419 20%	563 27%	816 40%	857 42%	692 34%	701 34%	293 14%	434 21%
Heard of them but know nothing about them	438 21%	430 21%	94 5%	174 8%	175 8%	127 6%	481 23%	468 23%	471 23%
Have never heard of them	1419 69%	1059 51%	17 1%	27 1%	71 3%	18 1%	485 24%	1245 61%	1035 50%

Politician Awareness Survey
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Absolutes/col percents

Table 2

Q.1 How much, if at all, do you feel you know about each of the following politicians...

Nigel Dodds**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	259	873
Weighted base	2057	1008	1049	244	346	346	367	305	448	550	570	448	489	260	892
NET: Heard of	638 31%	327 32%	310 30%	64 26%	115 33% ^{cF}	126 36% ^{CF}	90 24%	102 33% ^F	140 31% ^f	195 35% ^{JI}	161 28%	136 30%	146 30%	92 36%	300 34%
Heard of them and know a lot about them	44 2%	28 3%	17 2%	5 2%	12 3% ^{Fh}	15 4% ^{FgH}	2 1%	5 2%	5 1%	12 2%	10 2%	11 3%	11 2%	11 4%	22 2%
Heard of them and know a little about them	155 8%	79 8%	76 7%	10 4%	43 12% ^{CFGH}	43 12% ^{CFGH}	17 5%	19 6%	24 5%	48 9%	37 6%	38 8%	33 7%	26 10%	88 10%
Heard of them but know nothing about them	438 21%	221 22%	217 21%	49 20%	61 18%	69 20%	71 19%	78 26% ^{Df}	111 25% ^D	135 25% ^j	114 20%	87 19%	102 21%	55 21%	191 21%
Have never heard of them	1419 69%	681 68%	738 70%	180 74% ^{dE}	231 67%	220 64%	277 76% ^{DEGH}	203 67%	307 69%	355 65%	410 72% ^l	312 70%	343 70% ⁱ	167 64%	592 66%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 2
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Nigel Dodds
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2057	189	112	1756	86	210	200	183	143	198	250	300	186
Weighted base	2057	185	103*	1769	82*	226	185	185	144	206	267	288	185
NET: Heard of	638 31%	52 28%	26 25%	560 32%	21 25%	80 35%bl	59 32%i	60 33%l	31 22%	60 29%	107 40%ABEIJL	79 27%	63 34%l
Heard of them and know a lot about them	44 2%	6 3%bl	-	38 2%	2 3%	7 3%bl	3 2%	5 3%	2 2%	4 2%	10 4%blm	3 1%	1 1%
Heard of them and know a little about them	155 8%	13 7%	8 7%	135 8%	4 4%	19 8%	18 10%i	20 11%lJ	6 4%	10 5%	23 8%	21 7%	15 8%
Heard of them but know nothing about them	438 21%	33 18%	18 18%	387 22%	14 17%	54 24%	38 21%	35 19%	23 16%	46 23%	74 28%AbehlL	55 19%	47 26%i
Have never heard of them	1419 69%	133 72%K	77 75%fK	1209 68%	62 75%K	146 65%	127 68%	125 67%	113 78%FgHKM	145 71%K	161 60%	209 73%fK	122 66%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 3

Q.1 How much, if at all, do you feel you know about each of the following politicians...

Caroline Lucas

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	259	873
Weighted base	2057	1008	1049	244	346	346	367	305	448	550	570	448	489	260	892
NET: Heard of	998 49%	580 57%B	418 40%	97 40%	148 43%	157 45%	154 42%	156 51%CdF	287 64%CDEFG	344 63%JKL	269 47%kl	182 41%	203 41%	133 51%n	388 44%
Heard of them and know a lot about them	149 7%	100 10%B	49 5%	22 9%f	25 7%	25 7%	17 5%	20 6%	41 9%F	57 10%jKL	41 7%	23 5%	29 6%	20 8%	55 6%
Heard of them and know a little about them	419 20%	260 26%B	158 15%	39 16%	60 17%	57 17%	62 17%	62 20%	139 31%CDEFG	163 30%JKL	103 18%	70 16%	83 17%	62 24%N	154 17%
Heard of them but know nothing about them	430 21%	219 22%	211 20%	36 15%	63 18%	75 22%c	75 20%	75 25%Cd	107 24%Cd	124 23%	126 22%	90 20%	90 19%	51 20%	179 20%
Have never heard of them	1059 51%	429 43%	631 60%A	148 60%GH	198 57%gH	190 55%H	213 58%GH	149 49%H	161 36%	206 37%	301 53%l	266 59%lj	286 59%lj	127 49%	504 56%m

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 3
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Caroline Lucas
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2057	189	112	1756	86	210	200	183	143	198	250	300	186
Weighted base	2057	185	103*	1769	82*	226	185	185	144	206	267	288	185
NET: Heard of	998 49%	87 47%	46 44%	865 49%	36 44%	104 46%	80 43%	96 52%l	55 38%	103 50%i	142 53%gl	157 54%fGl	93 50%i
Heard of them and know a lot about them	149 7%	11 6%	4 3%	135 8%	8 10%bl	12 5%	9 5%	18 10%bgl	4 2%	15 7%i	25 9%bl	34 12%aBFGIM	10 5%
Heard of them and know a little about them	419 20%	35 19%	16 16%	367 21%	11 14%	45 20%	29 16%	34 18%	25 17%	39 19%	66 25%beG	78 27%aBEfGhIj	39 21%
Heard of them but know nothing about them	430 21%	40 22%	26 25%l	364 21%	17 21%	47 21%	42 23%l	43 23%l	27 19%	48 23%l	50 19%	45 16%	44 24%L
Have never heard of them	1059 51%	98 53%	57 56%	904 51%	46 56%	123 54%l	105 57%kL	89 48%	89 62%HjKLm	103 50%	126 47%	131 46%	92 50%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 4
Q.1 How much, if at all, do you feel you know about each of the following politicians...
David Cameron
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	259	873
Weighted base	2057	1008	1049	244	346	346	367	305	448	550	570	448	489	260	892
NET: Heard of	2040 99%	996 99%	1044 100%a	239 98%	341 98%	342 99%	366 100%Cd	305 100%CDe	447 100%CDe	546 99%	568 100%l	445 99%	481 98%	258 99%	882 99%
Heard of them and know a lot about them	1383 67%	743 74%B	640 61%	135 55%	200 58%	232 67%CD	244 67%CD	215 71%CD	356 79%CDEFG	432 79%JKL	378 66%L	282 63%	292 60%	172 66%	576 65%
Heard of them and know a little about them	563 27%	227 22%	336 32%A	83 34%gH	118 34%GH	97 28%H	105 29%H	78 25%H	83 19%	105 19%	163 29%l	146 33%l	149 31%l	78 30%	268 30%
Heard of them but know nothing about them	94 5%	26 3%	68 6%A	21 9%EFgH	23 7%H	12 4%	17 5%H	13 4%h	8 2%	9 2%	28 5%l	17 4%i	40 8%lJK	8 3%	39 4%
Have never heard of them	17 1%	12 1%b	5 *	6 2%FGH	6 2%fGH	4 1%gh	1 *	- -	1 *	4 1%	2 *	3 1%	7 2%j	2 1%	10 1%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 4
Q.1 How much, if at all, do you feel you know about each of the following politicians...
David Cameron
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2057	189	112	1756	86	210	200	183	143	198	250	300	186
Weighted base	2057	185	103*	1769	82*	226	185	185	144	206	267	288	185
NET: Heard of	2040 99%	183 99%	103 100%	1754 99%	82 100%	226 100%kl	184 99%	183 99%	143 100%	206 100%kl	262 98%	283 98%	184 100%
Heard of them and know a lot about them	1383 67%	129 70%	66 64%	1187 67%	63 76%gH	151 67%	119 64%	114 61%	94 65%	136 66%	188 70%h	200 70%	122 66%
Heard of them and know a little about them	563 27%	46 25%	30 29%	487 28%	15 19%	68 30%ek	58 31%EKl	58 31%EKl	42 29%	66 32%EKl	59 22%	67 23%	55 29%e
Heard of them but know nothing about them	94 5%	7 4%	7 7%j	80 5%	4 5%	7 3%	7 4%	11 6%j	8 5%	4 2%	15 6%j	16 5%j	8 4%
Have never heard of them	17 1%	2 1%	-	15 1%	-	-	1 1%	2 1%	1 *	-	5 2%fj	5 2%fj	1 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 5
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Nick Clegg
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	259	873
Weighted base	2057	1008	1049	244	346	346	367	305	448	550	570	448	489	260	892
NET: Heard of	2030 99%	993 98%	1037 99%	236 97%	337 97%	342 99%	364 99%Cd	305 100%CD	446 100%CD	546 99%L	564 99%	443 99%	477 98%	259 100%	879 98%
Heard of them and know a lot about them	1040 51%	603 60%B	437 42%	86 35%	135 39%	178 51%CD	188 51%CD	159 52%CD	294 66%CDEFG	352 64%JKL	280 49%L	202 45%	205 42%	124 48%	428 48%
Heard of them and know a little about them	816 40%	335 33%	481 46%A	114 46%fH	164 47%eFH	136 39%H	141 38%H	127 41%H	135 30%	170 31%	238 42%I	201 45%I	208 42%I	112 43%	367 41%
Heard of them but know nothing about them	174 8%	55 5%	119 11%A	37 15%EFGH	38 11%gH	28 8%H	35 10%H	19 6%	18 4%	24 4%	46 8%I	40 9%I	64 13%IJK	22 9%	83 9%
Have never heard of them	27 1%	15 2%	12 1%	8 3%FGH	10 3%fGH	5 1%	3 1%	1 *	1 *	3 1%	6 1%	5 1%	12 2%I	1 *	13 2%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 5
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Nick Clegg
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2057	189	112	1756	86	210	200	183	143	198	250	300	186
Weighted base	2057	185	103*	1769	82*	226	185	185	144	206	267	288	185
NET: Heard of	2030 99%	180 97%	103 100%	1747 99%	80 98%	226 100%AEHkl	183 99%	181 98%	142 99%	205 100%a	262 98%	283 98%	184 100%
Heard of them and know a lot about them	1040 51%	97 52%	52 51%	890 50%	50 61% Hik	117 52%	94 51%	81 44%	66 46%	103 50%	131 49%	150 52%	98 53%
Heard of them and know a little about them	816 40%	67 36%	39 38%	711 40%	27 32%	86 38%	74 40%	83 45% e	63 44%	90 44%	107 40%	110 38%	72 39%
Heard of them but know nothing about them	174 8%	17 9%	12 11%	146 8%	4 5%	23 10%	15 8%	18 10%	12 9%	12 6%	23 9%	24 8%	14 8%
Have never heard of them	27 1%	5 3% Fj	-	22 1%	2 2% F	-	2 1%	4 2% F	2 1%	1 *	6 2% f	5 2% f	1 *

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 6

Q.1 How much, if at all, do you feel you know about each of the following politicians...

Nigel Farage

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	259	873
Weighted base	2057	1008	1049	244	346	346	367	305	448	550	570	448	489	260	892
NET: Heard of	1986 97%	984 98%B	1002 96%	220 90%	321 93%	337 97%CD	358 98%CD	302 99%CD	448 100%CDEFG	540 98%KL	554 97%	426 95%	466 95%	250 96%	850 95%
Heard of them and know a lot about them	954 46%	553 55%B	401 38%	94 38%	136 39%	168 48%CD	158 43%	146 48%CD	252 56%CDEFG	309 56%JKL	278 49%KL	177 40%	189 39%	109 42%	409 46%
Heard of them and know a little about them	857 42%	385 38%	472 45%A	97 40%	148 43%	137 39%	167 46%h	136 45%	171 38%	200 36%	236 41%i	209 47%l	212 43%l	122 47%n	355 40%
Heard of them but know nothing about them	175 8%	46 5%	129 12%A	28 12%gH	37 11%gH	33 9%h	33 9%h	20 6%	24 5%	30 6%	40 7%	40 9%i	64 13%lJK	19 7%	86 10%
Have never heard of them	71 3%	24 2%	47 4%A	25 10%EFGH	25 7%EFGH	9 3%H	9 2%H	3 1%H	-	10 2%	16 3%	22 5%l	23 5%l	10 4%	43 5%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 6

Q.1 How much, if at all, do you feel you know about each of the following politicians...

Nigel Farage

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2057	189	112	1756	86	210	200	183	143	198	250	300	186
Weighted base	2057	185	103*	1769	82*	226	185	185	144	206	267	288	185
NET: Heard of	1986 97%	179 97%	100 97%	1707 96%	82 99%	220 97%	176 95%	176 95%	139 97%	202 98%	255 95%	278 96%	179 97%
Heard of them and know a lot about them	954 46%	82 44%	49 47%	823 47%	44 53%h	105 47%	78 42%	74 40%	61 42%	98 48%	132 49%h	148 52%gH	82 45%
Heard of them and know a little about them	857 42%	74 40%	39 38%	743 42%	31 38%	99 44%	80 43%	82 44%	72 50%bKL	92 45%k	96 36%	107 37%	84 45%k
Heard of them but know nothing about them	175 8%	23 12%dlJ	12 11%ij	140 8%	6 8%	16 7%	17 9%	20 11%ij	7 5%	11 5%	28 10%ij	22 8%	13 7%
Have never heard of them	71 3%	6 3%	3 3%	62 4%	1 1%	6 3%	9 5%	9 5%	5 3%	4 2%	12 5%	10 4%	6 3%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 7
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Ed Miliband
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	259	873
Weighted base	2057	1008	1049	244	346	346	367	305	448	550	570	448	489	260	892
NET: Heard of	2039 99%	994 99%	1045 100%A	239 98%	341 98%	341 98%	366 100%Cde	305 100%cd	448 100%CDE	546 99%	569 100%kL	442 99%	482 99%	259 100%	881 99%
Heard of them and know a lot about them	1219 59%	679 67%B	540 51%	114 47%	174 50%	210 61%CD	209 57%C	186 61%CD	327 73%CDEFG	384 70%JKL	346 61%kL	240 54%	249 51%	156 60%	499 56%
Heard of them and know a little about them	692 34%	277 27%	416 40%A	96 39%eH	138 40%EH	108 31%h	136 37%H	104 34%H	110 24%	140 25%	187 33%l	181 40%lJ	184 38%l	88 34%	324 36%
Heard of them but know nothing about them	127 6%	38 4%	89 9%A	29 12%EFGH	28 8%H	22 6%H	21 6%H	15 5%	12 3%	22 4%	35 6%i	21 5%	49 10%lJK	15 6%	58 7%
Have never heard of them	18 1%	14 1%B	4 *	5 2%FgH	6 2%fgH	6 2%fH	1 *	1 *	- -	4 1%	1 *	6 1%j	7 1%J	1 *	11 1%

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 7
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Ed Miliband
Base: All respondents

	Region												
	Total	Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2057	189	112	1756	86	210	200	183	143	198	250	300	186
Weighted base	2057	185	103*	1769	82*	226	185	185	144	206	267	288	185
NET: Heard of	2039 99%	182 99%	103 100%	1754 99%	82 100%	226 100%K	183 99%	183 99%	144 100%k	206 100%K	260 97%	284 99%	185 100%K
Heard of them and know a lot about them	1219 59%	108 58%	64 62%	1048 59%	59 71% ^a HILM	139 62%	115 62%	98 53%	82 57%	124 60%	165 62%	167 58%	100 54%
Heard of them and know a little about them	692 34%	63 34%	34 33%	596 34%	19 23%	76 33%	60 32%	71 38% ^{EK}	52 36% ^e	74 36% ^e	75 28%	99 34% ^e	71 38% ^{EK}
Heard of them but know nothing about them	127 6%	12 7%	6 6%	109 6%	5 6%	11 5%	9 5%	14 8%	10 7%	8 4%	20 7%	18 6%	14 7%
Have never heard of them	18 1%	3 1%	-	15 1%	-	-	2 1%	2 1%	-	-	7 3% ^{FiJM}	4 1%	-

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 8

Q.1 How much, if at all, do you feel you know about each of the following politicians...

Nicola Sturgeon

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Private (n)
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	259	873
Weighted base	2057	1008	1049	244	346	346	367	305	448	550	570	448	489	260	892
NET: Heard of	1572 76%	847 84%B	725 69%	137 56%	245 71%C	259 75%C	265 72%C	251 82%CDEF	415 93%CDEFG	479 87%JKL	423 74%	329 73%	339 69%	194 75%	663 74%
Heard of them and know a lot about them	390 19%	271 27%B	120 11%	32 13%	43 12%	49 14%	55 15%	54 18% ^d	156 35%CDEFG	163 30%JKL	83 15%	72 16%	72 15%	46 18%	141 16%
Heard of them and know a little about them	701 34%	381 38%B	320 30%	51 21%	98 28% ^c	115 33%C	119 32%C	120 39% ^{CD}	198 44%CDEF	219 40% ^{ijkl}	196 34%	134 30%	152 31%	84 33%	281 32%
Heard of them but know nothing about them	481 23%	195 19%	285 27%A	54 22% ^H	104 30% ^{cH}	95 27% ^H	90 25% ^H	76 25% ^H	60 13%	98 18%	144 25% ^I	124 28% ^I	115 24% ^I	63 24%	241 27%
Have never heard of them	485 24%	161 16%	324 31%A	107 44% ^{DEFGH}	101 29% ^{GH}	87 25% ^{GH}	102 28% ^{GH}	55 18% ^H	33 7%	70 13%	147 26% ^I	119 27% ^I	149 31% ^I	66 25%	229 26%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 8
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Nicola Sturgeon
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2057	189	112	1756	86	210	200	183	143	198	250	300	186
Weighted base	2057	185	103*	1769	82*	226	185	185	144	206	267	288	185
NET: Heard of	1572 76%	177 96% DBEFGHIJKL M	73 71% M	1321 75%	65 78%	162 72%	134 72%	137 74%	107 75%	158 77%	206 77%	216 75%	136 74%
Heard of them and know a lot about them	390 19%	122 66% DBEFGHIJKL M	18 17% M	251 14%	22 27% FGHIKLM	29 13%	20 11%	22 12%	17 12%	36 18% g	45 17% g	38 13%	22 12%
Heard of them and know a little about them	701 34%	45 24%	27 26%	628 36% Ab	26 31%	77 34% a	71 38% Ab	71 38% Ab	50 35% a	70 34% a	92 34% A	103 36% A	70 38% Ab
Heard of them but know nothing about them	481 23%	11 6%	28 27% A	442 25% A	17 20% A	57 25% A	43 23% A	44 24% A	41 28% A	51 25% A	70 26% A	75 26% A	45 24% A
Have never heard of them	485 24%	8 4%	30 29% A	448 25% A	18 22% A	64 28% A	52 28% A	48 26% A	37 25% A	48 23% A	61 23% A	72 25% A	49 26% A

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 9
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Leanne Wood
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	259	873
Weighted base	2057	1008	1049	244	346	346	367	305	448	550	570	448	489	260	892
NET: Heard of	812 39%	454 45%B	358 34%	77 32%	137 40%c	154 44%CF	128 35%	135 44%CF	181 40%C	252 46%JK	215 38%	147 33%	198 41%k	115 44%	356 40%
Heard of them and know a lot about them	51 2%	27 3%	24 2%	5 2%	11 3%	6 2%	5 1%	7 2%	18 4%ef	18 3%	14 3%	7 1%	13 3%	11 4%	19 2%
Heard of them and know a little about them	293 14%	176 17%B	117 11%	28 12%	52 15%f	65 19%CF	38 10%	45 15%	65 15%	109 20%JKL	65 11%	50 11%	69 14%	45 17%	132 15%
Heard of them but know nothing about them	468 23%	251 25%B	217 21%	44 18%	74 21%	83 24%	85 23%	84 27%C	98 22%	125 23%	136 24%	91 20%	117 24%	59 23%	205 23%
Have never heard of them	1245 61%	554 55%	691 66%A	167 68%dEGH	209 60%	193 56%	239 65%EG	170 56%	267 60%	298 54%	356 62%I	301 67%II	291 59%	144 56%	536 60%

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 9

Q.1 How much, if at all, do you feel you know about each of the following politicians...

Leanne Wood

Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2057	189	112	1756	86	210	200	183	143	198	250	300	186
Weighted base	2057	185	103*	1769	82*	226	185	185	144	206	267	288	185
NET: Heard of	812 39%	76 41%lj	69 68%DAEFGHIJKL38% M	666 38%	26 31%	88 39%l	65 35%	77 42%lj	39 27%	65 32%	123 46%EGIJ	110 38%l	73 39%l
Heard of them and know a lot about them	51 2%	3 2%f	14 14%DAeFGHIJKLM2%	34 2%	4 5%FLM	- -	3 1%	6 3%F	7 5%FLm	4 2%f	7 3%F	3 1%	2 1%
Heard of them and know a little about them	293 14%	37 20%DEghIJ	26 25%DEGHIJKLm	230 13%	6 8%	39 17%eIJ	23 12%	24 13%	10 7%	16 8%	44 17%eIJ	41 14%ij	28 15%IJ
Heard of them but know nothing about them	468 23%	36 19%	30 29%al	402 23%	15 18%	50 22%	40 21%	48 26%l	23 16%	45 22%	72 27%l	67 23%	44 24%
Have never heard of them	1245 61%	109 59%B	33 32%	1103 62%B	57 69%BK	138 61%B	120 65%BK	108 58%B	105 73%ABFHKLM	141 68%aBhK	144 54%B	178 62%B	112 61%B

Proportions/Means: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 10
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Natalie Bennett
Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Public (m)	Pri- vate (n)
Unweighted base	2057	975	1082	240	369	305	341	322	480	630	650	323	454	259	873
Weighted base	2057	1008	1049	244	346	346	367	305	448	550	570	448	489	260	892
NET: Heard of	1022 50%	566 56%B	456 44%	110 45%	161 46%	181 52%f	162 44%	169 55%CDF	239 53%cdF	324 59%JKL	273 48%	190 42%	236 48%	146 56%N	423 47%
Heard of them and know a lot about them	116 6%	73 7%B	44 4%	26 11%DFGH	16 5%	28 8%Fh	9 3%	16 5%f	21 5%	37 7%K	34 6%	15 3%	30 6%	19 7%	47 5%
Heard of them and know a little about them	434 21%	253 25%B	182 17%	40 17%	76 22%	80 23%c	70 19%	56 18%	113 25%CFg	156 28%JKL	123 22%kl	74 17%	81 16%	69 27%N	180 20%
Heard of them but know nothing about them	471 23%	240 24%	231 22%	44 18%	69 20%	74 21%	83 23%	97 32%CDEFH	106 24%	130 24%	116 20%	100 22%	126 26%j	57 22%	196 22%
Have never heard of them	1035 50%	442 44%	593 56%A	135 55%Gh	186 54%Gh	165 48%	205 56%eGH	136 45%	209 47%	226 41%	298 52%l	259 58%l	252 52%l	114 44%	469 53%M

Proportions/Means: Columns Tested (5%, 10% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n

Politician Awareness Survey
ONLINE Fieldwork: 31st March - 1st April 2015

Absolutes/col percents

Table 10
Q.1 How much, if at all, do you feel you know about each of the following politicians...
Natalie Bennett
Base: All respondents

	Total	Region											
		Scotland (a)	Wales (b)	NET: England (d)	North East (e)	North West (f)	Yorkshire & Humberside (g)	West Midlands (h)	East Midlands (i)	Eastern (j)	London (k)	South East (l)	South West (m)
Unweighted base	2057	189	112	1756	86	210	200	183	143	198	250	300	186
Weighted base	2057	185	103*	1769	82*	226	185	185	144	206	267	288	185
NET: Heard of	1022 50%	90 49%	47 46%	885 50%	39 48%	115 51% ⁱ	90 49%	94 51% ⁱ	58 40%	93 45%	167 62% ^{ABEFGHIJLM}	141 9%	88 48%
Heard of them and know a lot about them	116 6%	8 5%	3 3%	105 6%	10 12% ^{ABGIJLM}	14 6%	6 3%	17 9% ^{bGiM}	5 3%	10 5%	23 9% ^{Gim}	15 5%	6 3%
Heard of them and know a little about them	434 21%	46 25% ^{EJ}	17 17% ^e	371 21%	6 8%	48 21% ^E	42 23% ^{Ej}	33 18% ^e	26 18% ^e	31 15%	74 28% ^{BEHiJ}	68 23% ^{EJ}	43 23% ^{Ej}
Heard of them but know nothing about them	471 23%	36 19%	26 26%	409 23%	23 28%	53 23%	42 23%	44 24%	27 19%	52 25%	70 26%	59 21%	39 21%
Have never heard of them	1035 50%	95 51% ^K	55 54% ^K	885 50%	43 52% ^K	112 49% ^K	95 51% ^K	91 49% ^K	86 60% ^{fhK}	113 55% ^K	100 38%	147 51% ^K	97 52% ^K

Proportions/Mean: Columns Tested (5%, 10% risk level) - a/d - b/d - c/d - a/b/c/e/f/g/h/i/j/k/l/m

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