

# ITV News / ComRes Marginal Seats Political Poll

## METHODOLOGY NOTE

ComRes interviewed online a representative sample of 1,004 GB adults living in the 40 most marginal constituencies where the Conservatives and Labour shared first and second place between them at the last General Election in 2010. Of these 40 constituencies, 25 currently have a Conservative MP and 15 currently have a Labour MP. Each constituency is represented in the sample equally, with results weighted to be representative of all adults in all 40 constituencies as a whole. Data were also weighted by past vote recall. Fieldwork took place from 31<sup>st</sup> January and 10<sup>th</sup> February 2015. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

The ComRes Battlebus is a battlegrounds omnibus survey of 1,000 voters in the 40 most marginal Labour–Conservative constituencies. For more information on future waves of the Battlebus please contact Adam Ludlow on [adam.ludlow@comres.co.uk](mailto:adam.ludlow@comres.co.uk).

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

## ComRes Battlebus - Online

Table 1

### Q1. Thinking back to the General Election in 2010, which party, if any, did you vote for?

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	277	154	123	12	32	51	51	42	90	82	98	43	54	174	103	95	79	64	39
	28%	31%	24%	10%	18%	28%	29%	29%	44%	39%	32%	20%	20%	28%	27%	27%	29%	32%	22%
Labour	278	135	142	24	39	53	54	48	59	51	60	71	95	157	121	88	69	57	64
	28%	27%	28%	19%	22%	29%	31%	33%	29%	24%	20%	33%	35%	25%	32%	25%	25%	28%	36%
Liberal Democrat	131	62	69	17	24	28	17	22	23	35	43	29	24	87	44	44	44	20	24
	13%	13%	14%	14%	14%	15%	10%	15%	11%	17%	14%	14%	9%	14%	12%	12%	16%	10%	14%
Did not vote	196	85	111	64	56	27	26	13	9	25	62	46	63	130	66	73	56	37	30
	20%	17%	22%	51%	33%	15%	15%	9%	4%	12%	20%	22%	23%	21%	18%	21%	20%	18%	17%
Prefer not to say	45	20	25	3	10	5	4	9	14	8	20	3	14	30	15	20	10	7	8
	4%	4%	5%	3%	6%	3%	2%	6%	7%	4%	7%	1%	5%	5%	4%	6%	4%	4%	4%
Don't remember	19	5	14	1	3	6	2	3	4	3	4	5	7	11	8	6	5	3	4
	2%	1%	3%	1%	2%	3%	1%	2%	2%	2%	1%	2%	3%	2%	2%	2%	2%	2%	2%
Some other party (please write in which party)	59	31	28	2	9	11	20	11	6	8	18	17	16	39	20	26	12	12	7
	6%	6%	5%	2%	5%	6%	11%	8%	3%	4%	6%	8%	6%	6%	5%	7%	5%	6%	4%

## ComRes Battlebus - Online

Table 1 (continuation)

### Q1. Thinking back to the General Election in 2010, which party, if any, did you vote for?

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	277	170	12	1	55	2	277	-	-	94	83	34	40	25
	28%	83%	4%	2%	37%	4%	100%	-	-	25%	27%	24%	41%	33%
Labour	278	7	203	6	22	3	-	278	-	120	84	36	20	18
	28%	4%	72%	12%	15%	7%	-	100%	-	32%	28%	25%	20%	24%
Liberal Democrat	131	8	32	32	17	9	-	-	131	49	40	15	14	14
	13%	4%	11%	67%	11%	21%	-	-	100%	13%	13%	11%	14%	18%
Did not vote	196	17	34	9	19	11	-	-	-	70	62	37	16	11
	20%	9%	12%	18%	13%	26%	-	-	-	18%	20%	26%	17%	14%
Prefer not to say	45	-	-	-	5	6	-	-	-	21	11	10	-	3
	4%	-	-	-	3%	13%	-	-	-	5%	4%	7%	-	5%
Don't remember	19	1	1	*	5	-	-	-	-	5	9	2	2	1
	2%	*	*	1%	3%	-	-	-	-	1%	3%	1%	3%	1%
Some other party (please write in which party)	59	1	1	-	28	13	-	-	-	21	18	10	6	4
	6%	1%	*	-	18%	29%	-	-	-	6%	6%	7%	6%	5%

## ComRes Battlebus - Online

Table 2

### Q2. How likely would you be to vote on a scale from 1 to 10?

Base: All respondents

	Total	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%	
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181	
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
1 - Certain not to vote	(1.0)	42	22	21	9	8	7	7	9	2	6	6	12	18	29	13	19	10	9	4
		4%	4%	4%	7%	4%	4%	4%	6%	1%	3%	2%	6%	7%	5%	3%	6%	4%	4%	2%
2	(2.0)	12	5	8	1	6	3	1	-	1	2	3	6	2	7	6	4	2	3	2
		1%	1%	1%	1%	3%	2%	1%	-	*	1%	1%	3%	1%	1%	1%	1%	1%	2%	1%
3	(3.0)	15	8	7	7	4	2	3	-	-	-	6	4	6	9	6	5	4	4	3
		2%	2%	1%	5%	2%	1%	2%	-	-	-	2%	2%	2%	1%	2%	1%	1%	2%	2%
4	(4.0)	12	6	6	-	5	2	2	1	*	3	6	-	3	6	5	5	1	3	2
		1%	1%	1%	-	3%	1%	1%	1%	*	1%	2%	-	1%	1%	1%	1%	*	2%	1%
5	(5.0)	44	22	22	8	14	8	7	3	4	6	18	6	14	29	15	19	10	12	3
		4%	5%	4%	7%	8%	4%	4%	2%	2%	3%	6%	3%	5%	5%	4%	5%	4%	6%	2%
6	(6.0)	36	12	24	8	16	5	4	2	1	4	6	12	13	23	13	8	16	7	7
		4%	2%	5%	6%	9%	3%	3%	2%	1%	2%	2%	6%	5%	4%	3%	2%	6%	3%	4%
7	(7.0)	65	33	32	8	19	14	9	10	4	11	26	15	13	40	25	22	18	16	9
		6%	7%	6%	7%	11%	8%	5%	7%	2%	5%	9%	7%	5%	6%	7%	6%	7%	8%	5%
8	(8.0)	89	33	57	25	24	18	11	7	4	21	28	21	19	63	26	35	28	11	15
		9%	7%	11%	20%	14%	10%	6%	5%	2%	10%	9%	10%	7%	10%	7%	10%	10%	6%	9%
9	(9.0)	75	28	47	12	15	15	10	4	19	14	23	16	23	55	20	27	28	12	8
		7%	6%	9%	10%	9%	8%	6%	3%	9%	6%	7%	7%	8%	9%	5%	8%	10%	6%	5%
10 - Absolutely certain to vote	(10.0)	563	307	256	34	51	95	111	107	165	143	171	107	142	342	222	198	144	116	106
		56%	62%	50%	27%	29%	53%	64%	72%	81%	67%	56%	50%	52%	54%	59%	56%	52%	58%	60%
Prefer not to say		4	2	3	2	1	-	1	1	-	-	-	3	2	1	4	-	1	2	2
		*	*	1%	1%	*	-	1%	*	-	-	-	1%	1%	*	1%	-	*	1%	1%
Don't know		45	15	30	10	10	11	7	3	4	3	12	12	18	23	21	8	15	7	15
		4%	3%	6%	8%	6%	6%	4%	2%	2%	1%	4%	6%	7%	4%	6%	2%	6%	3%	8%
Mean score		8.5	8.6	8.3	7.3	7.4	8.4	8.7	8.9	9.5	9.0	8.5	8.2	8.2	8.4	8.5	8.4	8.5	8.3	8.8
Standard deviation		2.47	2.48	2.46	2.80	2.64	2.44	2.44	2.42	1.39	2.04	2.24	2.71	2.77	2.48	2.45	2.60	2.32	2.61	2.22
Standard error		.08	.12	.11	.35	.23	.20	.18	.18	.09	.13	.13	.21	.18	.10	.13	.14	.15	.19	.17

## ComRes Battlebus - Online

Table 2 (continuation)

### Q2. How likely would you be to vote on a scale from 1 to 10?

Base: All respondents

	Total	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1.0)	42	-	-	-	-	1	-	1	14	14	7	6	2
		4%	-	-	-	-	1%	-	1%	4%	5%	5%	6%	2%
2	(2.0)	12	-	-	-	-	1	-	-	1	5	1	3	1
		1%	-	-	-	-	*	-	-	*	2%	1%	3%	1%
3	(3.0)	15	-	-	-	-	-	4	1	5	6	3	1	-
		2%	-	-	-	-	-	1%	1%	1%	2%	2%	1%	-
4	(4.0)	12	-	-	-	-	-	1	2	5	3	1	1	2
		1%	-	-	-	-	-	*	1%	1%	1%	*	1%	3%
5	(5.0)	44	3	14	4	7	2	6	4	12	15	12	5	1
		4%	2%	5%	9%	4%	5%	3%	2%	3%	5%	8%	5%	1%
6	(6.0)	36	2	9	4	5	2	9	3	12	7	11	2	4
		4%	1%	3%	8%	3%	5%	1%	2%	3%	2%	8%	3%	6%
7	(7.0)	65	20	16	5	15	1	14	7	22	26	4	6	7
		6%	10%	6%	10%	10%	3%	7%	5%	6%	9%	2%	6%	10%
8	(8.0)	89	12	33	10	13	2	28	16	41	27	8	10	4
		9%	6%	12%	22%	9%	4%	5%	12%	11%	9%	5%	10%	5%
9	(9.0)	75	20	32	2	7	2	22	16	20	21	16	8	10
		7%	10%	11%	4%	5%	4%	9%	12%	5%	7%	11%	9%	13%
10 - Absolutely certain to vote	(10.0)	563	148	179	23	103	35	188	76	227	164	74	54	44
		56%	72%	63%	48%	69%	80%	73%	58%	60%	53%	52%	55%	59%
Prefer not to say		4	-	-	-	-	-	-	-	3	1	-	1	-
		*	-	-	-	-	-	-	-	1%	*	-	1%	-
Don't know		45	-	-	-	-	-	7	6	19	16	7	1	1
		4%	-	-	-	-	-	3%	5%	5%	5%	5%	1%	1%
Mean score		8.5	9.4	9.1	8.5	9.1	9.4	9.2	9.0	8.7	8.3	8.2	8.2	8.8
Standard deviation		2.47	1.18	1.44	1.73	1.47	1.45	1.49	1.65	2.28	2.58	2.66	2.75	2.06
Standard error		.08	.08	.09	.26	.12	.24	.10	.14	.12	.15	.23	.28	.25

## ComRes Battlebus - Online

Table 3

**Q3. If there were a General Election tomorrow, would you vote for Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

Base: All likely to vote (codes 5-10 @ Q2)

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	872	421	451	55	111	132	171	168	235	250	262	145	215	540	332	307	233	179	153
Weighted Total	873	436	438	96	139	155	152	133	197	200	272	177	224	552	321	309	243	173	148
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	205	113	92	17	24	28	36	30	69	69	74	29	33	128	77	70	58	49	28
	23%	26%	21%	18%	17%	18%	24%	23%	35%	35%	27%	16%	15%	23%	24%	23%	24%	28%	19%
Labour	283	130	153	34	55	57	46	43	48	60	71	68	84	179	104	102	77	50	54
	32%	30%	35%	35%	39%	37%	30%	32%	24%	30%	26%	39%	37%	32%	32%	33%	32%	29%	37%
Liberal Democrat	48	26	22	18	9	6	4	5	5	11	18	9	10	26	22	16	10	13	9
	5%	6%	5%	18%	6%	4%	2%	4%	3%	5%	7%	5%	4%	5%	7%	5%	4%	7%	6%
UKIP	150	85	65	4	16	28	35	27	39	23	38	39	51	94	56	48	45	30	26
	17%	19%	15%	4%	12%	18%	23%	21%	20%	11%	14%	22%	23%	17%	18%	16%	19%	18%	18%
Green	44	19	25	12	10	8	11	2	2	8	22	6	8	32	12	20	12	9	3
	5%	4%	6%	12%	7%	5%	7%	2%	1%	4%	8%	3%	4%	6%	4%	6%	5%	5%	2%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BNP	1	-	1	-	-	-	-	1	-	-	-	-	1	1	-	-	1	-	-
	*	-	*	-	-	-	-	1%	-	-	-	-	*	*	-	-	*	-	-
Prefer not to say	31	14	17	2	6	3	2	9	10	7	12	5	7	20	10	10	10	6	4
	4%	3%	4%	2%	4%	2%	1%	6%	5%	3%	4%	3%	3%	4%	3%	3%	4%	4%	3%
Don't know	108	45	63	10	20	23	18	16	22	20	38	21	29	69	39	41	28	16	22
	12%	10%	14%	11%	14%	15%	12%	12%	11%	10%	14%	12%	13%	13%	12%	13%	12%	9%	15%
Other	3	3	-	-	-	2	-	-	2	2	-	-	1	3	*	2	1	-	*
	*	1%	-	-	-	1%	-	-	1%	1%	-	-	1%	1%	*	1%	1%	-	*

## ComRes Battlebus - Online

Table 3 (continuation)

### Q3. If there were a General Election tomorrow, would you vote for Conservative, Labour, Liberal Democrat, UKIP or for some other party?

Base: All likely to vote (codes 5-10 @ Q2)

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	872	233	263	44	156	37	304	237	134	336	260	125	85	66
Weighted Total	873	205	283	48	150	44	270	265	122	334	260	124	85	70
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	205	205	-	-	-	-	170	7	8	72	60	26	29	18
	23%	100%	-	-	-	-	63%	3%	6%	22%	23%	21%	33%	26%
Labour	283	-	283	-	-	-	12	203	32	120	82	38	22	20
	32%	-	100%	-	-	-	5%	76%	26%	36%	32%	31%	26%	29%
Liberal Democrat	48	-	-	48	-	-	1	6	32	15	14	4	9	5
	5%	-	-	100%	-	-	*	2%	26%	4%	5%	4%	11%	7%
UKIP	150	-	-	-	150	-	55	22	17	48	55	27	7	14
	17%	-	-	-	100%	-	20%	8%	14%	14%	21%	22%	8%	19%
Green	44	-	-	-	-	44	2	3	9	17	10	8	6	4
	5%	-	-	-	-	100%	1%	1%	8%	5%	4%	6%	6%	6%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BNP	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	-	-	-	*	-	-	-
Prefer not to say	31	-	-	-	-	-	3	2	-	11	13	5	1	1
	4%	-	-	-	-	-	1%	1%	-	3%	5%	4%	1%	1%
Don't know	108	-	-	-	-	-	26	23	24	49	23	16	12	8
	12%	-	-	-	-	-	10%	9%	20%	15%	9%	13%	14%	12%
Other	3	-	-	-	-	-	1	-	-	2	1	-	-	-
	*	-	-	-	-	-	*	-	-	1%	*	-	-	-

## ComRes Battlebus - Online

Table 4

**Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

Base: All unlikely to vote (codes 1-4 @ Q2) or unsure who they would vote for at Q3

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	266	103	163	25	50	48	53	48	42	52	75	55	84	158	108	91	67	54	54
Weighted Total	270	117	153	41	59	51	42	38	39	40	82	62	85	165	104	94	72	50	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	21	12	10	1	2	9	4	*	5	4	7	3	8	14	7	10	4	5	2
	8%	10%	6%	1%	4%	18%	9%	1%	13%	10%	8%	4%	9%	9%	7%	11%	6%	10%	4%
Labour	29	13	17	11	3	4	3	4	5	4	5	10	10	17	13	7	10	4	9
	11%	11%	11%	27%	5%	7%	7%	10%	12%	10%	6%	15%	12%	10%	12%	7%	13%	8%	16%
Liberal Democrat	11	3	7	-	3	2	4	1	1	1	5	5	*	7	3	4	4	2	2
	4%	3%	5%	-	6%	4%	9%	1%	2%	1%	5%	9%	*	5%	3%	4%	5%	3%	3%
UKIP	35	14	21	10	9	3	4	7	3	5	9	8	13	24	11	17	7	5	6
	13%	12%	13%	24%	15%	6%	11%	17%	7%	12%	11%	13%	15%	15%	11%	18%	10%	9%	12%
Green	8	4	4	-	3	*	2	3	1	1	2	2	4	5	3	5	1	1	2
	3%	4%	3%	-	5%	1%	4%	7%	2%	2%	2%	3%	5%	3%	3%	5%	1%	3%	3%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-
	*	1%	-	-	-	-	3%	-	-	3%	-	-	-	1%	-	-	2%	-	-
BNP	2	1	1	-	-	-	1	-	1	-	-	1	1	1	1	-	1	1	-
	1%	1%	1%	-	-	-	2%	-	2%	-	-	1%	1%	1%	1%	-	1%	1%	-
Prefer not to say	29	16	13	2	6	3	2	8	7	5	9	7	7	19	10	7	12	6	4
	11%	14%	8%	5%	10%	6%	5%	21%	19%	12%	11%	12%	9%	11%	9%	8%	16%	11%	8%
Don't know	127	48	80	17	31	27	20	16	17	18	43	27	40	71	57	41	30	27	30
	47%	41%	52%	42%	53%	53%	47%	42%	42%	45%	52%	43%	47%	43%	55%	44%	41%	54%	55%
Other	6	5	1	-	1	2	2	-	1	1	3	-	2	6	-	3	3	-	-
	2%	4%	1%	-	3%	4%	4%	-	1%	3%	3%	-	2%	4%	-	4%	4%	-	-



## ComRes Battlebus - Online

Table 4 (continuation)

### Q4. If it were a legal requirement for you to vote, do you think you would probably vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?

Base: All unlikely to vote (codes 1-4 @ Q2) or unsure who they would vote for at Q3

	Total	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION				
		Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	266	-	-	-	-	-	37	33	36	106	82	36	28	14
Weighted Total	270	-	-	-	-	-	36	37	33	107	83	40	26	14
	100%	-	-	-	-	-	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	21	-	-	-	-	-	13	1	1	8	4	3	6	1
	8%	-	-	-	-	-	36%	2%	4%	8%	5%	7%	22%	5%
Labour	29	-	-	-	-	-	1	15	2	14	8	6	1	1
	11%	-	-	-	-	-	4%	41%	5%	13%	10%	14%	3%	6%
Liberal Democrat	11	-	-	-	-	-	1	-	7	5	2	2	2	-
	4%	-	-	-	-	-	3%	-	21%	4%	3%	5%	8%	-
UKIP	35	-	-	-	-	-	4	2	1	14	11	2	1	7
	13%	-	-	-	-	-	12%	6%	4%	13%	14%	4%	3%	48%
Green	8	-	-	-	-	-	-	3	-	2	2	4	1	-
	3%	-	-	-	-	-	-	8%	-	2%	2%	9%	6%	-
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	*	-	-	-	-	-	-	4%	-	-	-	-	-	9%
BNP	2	-	-	-	-	-	-	-	1	1	1	-	-	-
	1%	-	-	-	-	-	-	-	2%	1%	1%	-	-	-
Prefer not to say	29	-	-	-	-	-	2	-	2	14	12	2	-	-
	11%	-	-	-	-	-	5%	-	6%	13%	15%	5%	-	-
Don't know	127	-	-	-	-	-	12	14	20	49	41	19	14	4
	47%	-	-	-	-	-	34%	39%	58%	45%	50%	49%	54%	31%
Other	6	-	-	-	-	-	2	-	-	1	1	3	1	-
	2%	-	-	-	-	-	6%	-	-	1%	1%	7%	6%	-

## ComRes Battlebus - Online

Table 5

### Q5. Generally speaking, do you think of yourself as ... or another party?

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	247	138	109	13	29	35	42	42	85	75	91	39	41	143	104	81	62	68	36
	25%	28%	21%	10%	17%	20%	24%	29%	42%	35%	30%	18%	15%	23%	28%	23%	22%	34%	20%
Labour	299	146	153	33	48	57	58	48	55	56	66	80	97	178	121	102	76	49	72
	30%	30%	30%	26%	28%	32%	33%	32%	27%	26%	22%	38%	35%	28%	32%	29%	27%	25%	41%
Liberal Democrat	75	38	37	22	13	10	6	12	12	18	33	13	11	50	25	28	21	16	9
	7%	8%	7%	18%	8%	5%	3%	8%	6%	9%	11%	6%	4%	8%	7%	8%	8%	8%	5%
UKIP	119	62	57	12	22	21	20	19	25	15	31	27	46	85	33	44	42	17	16
	12%	13%	11%	9%	13%	11%	12%	13%	12%	7%	10%	12%	17%	14%	9%	12%	15%	9%	9%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green	41	16	25	10	8	7	10	5	1	4	18	9	10	25	16	17	8	10	5
	4%	3%	5%	8%	4%	4%	6%	4%	*	2%	6%	4%	4%	4%	4%	5%	3%	5%	3%
BNP	2	1	1	-	-	1	-	1	-	-	-	-	2	2	-	-	2	-	-
	*	*	*	-	-	1%	-	1%	-	-	-	-	1%	*	-	-	1%	-	-
Prefer not to say	26	14	12	2	6	4	2	6	5	5	7	5	9	18	8	8	9	4	4
	3%	3%	2%	2%	3%	2%	1%	4%	3%	2%	2%	2%	3%	3%	2%	2%	3%	2%	2%
Don't know	168	57	110	33	42	40	28	12	13	32	48	37	50	104	64	54	50	32	32
	17%	12%	22%	26%	24%	22%	16%	8%	6%	15%	16%	17%	18%	17%	17%	15%	18%	16%	18%
Other	28	21	7	2	4	5	8	2	7	8	9	3	7	23	5	18	5	3	2
	3%	4%	1%	1%	2%	3%	4%	1%	4%	4%	3%	1%	3%	4%	1%	5%	2%	2%	1%

## ComRes Battlebus - Online

Table 5 (continuation)

### Q5. Generally speaking, do you think of yourself as ... or another party?

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	247	177	5	4	28	1	208	8	9	91	74	31	31	21
	25%	86%	2%	8%	18%	3%	75%	3%	7%	24%	24%	21%	31%	27%
Labour	299	6	236	3	11	3	8	225	25	139	78	37	21	23
	30%	3%	83%	6%	7%	7%	3%	81%	19%	37%	25%	26%	22%	31%
Liberal Democrat	75	3	12	39	1	4	1	4	54	25	18	13	14	6
	7%	1%	4%	81%	*	9%	*	2%	41%	7%	6%	9%	14%	7%
UKIP	119	3	*	-	89	-	31	10	9	40	40	20	7	12
	12%	1%	*	-	60%	-	11%	4%	7%	10%	13%	14%	7%	16%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Green	41	-	2	-	-	28	-	2	4	13	9	8	7	4
	4%	-	1%	-	-	64%	-	1%	3%	3%	3%	6%	7%	5%
BNP	2	-	-	-	1	-	-	-	1	-	2	-	-	-
	*	-	-	-	1%	-	-	-	1%	-	1%	-	-	-
Prefer not to say	26	1	-	-	*	-	1	2	2	11	12	3	-	-
	3%	*	-	-	*	-	*	1%	1%	3%	4%	2%	-	-
Don't know	168	14	25	2	17	3	23	22	25	52	65	24	19	8
	17%	7%	9%	5%	12%	7%	8%	8%	19%	14%	21%	17%	19%	11%
Other	28	2	4	-	3	4	5	5	3	10	9	8	-	1
	3%	1%	1%	-	2%	10%	2%	2%	2%	3%	3%	6%	-	2%

## ComRes Battlebus - Online

Table 6

### Q3/Q4/Q5 Voting intention (Turnout weighted)

Base: All respondents expressing a voting intention and are likely (5-10) to vote for Con/Lab/Lib Dem/SNP/PC or certain to (10) vote for other parties

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	760	383	377	47	87	110	149	145	222	230	224	127	179	463	297	269	194	164	133
Weighted Total	701	365	336	70	92	122	128	110	178	171	214	141	175	432	268	247	185	148	121
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	215	116	98	15	25	33	35	32	75	67	79	30	38	133	82	74	59	53	29
	31%	32%	29%	22%	27%	27%	27%	29%	42%	39%	37%	21%	22%	31%	31%	30%	32%	36%	24%
Labour	280	127	153	33	46	55	47	46	53	62	68	67	83	173	107	101	72	49	58
	40%	35%	45%	47%	51%	45%	36%	42%	30%	36%	32%	47%	47%	40%	40%	41%	39%	33%	48%
Liberal Democrat	53	28	25	15	9	9	5	8	7	13	21	12	8	32	21	18	13	11	10
	8%	8%	8%	21%	10%	7%	4%	7%	4%	8%	10%	8%	4%	7%	8%	7%	7%	7%	9%
UKIP	106	67	39	-	4	17	29	20	37	18	26	27	35	59	47	32	27	26	21
	15%	18%	12%	-	4%	14%	22%	18%	21%	11%	12%	19%	20%	14%	18%	13%	15%	18%	18%
Green	38	19	19	7	8	6	11	2	3	8	15	6	8	27	11	17	10	9	2
	5%	5%	6%	10%	9%	5%	9%	2%	1%	5%	7%	4%	5%	6%	4%	7%	5%	6%	2%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	1	-	-	-	-	1	-	-	1	-	-	-	1	-	-	1	-	-
	*	*	-	-	-	-	1%	-	-	1%	-	-	-	*	-	-	1%	-	-
BNP	1	-	1	-	-	-	-	1	-	-	-	-	1	1	-	-	1	-	-
	*	-	*	-	-	-	-	1%	-	-	-	-	1%	*	-	-	1%	-	-
Other	6	6	1	-	-	2	1	-	4	1	4	-	1	6	-	5	1	-	-
	1%	2%	*	-	-	2%	*	-	2%	*	2%	-	1%	1%	-	2%	1%	-	-
Undefined	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## ComRes Battlebus - Online

Table 6 (continuation)

### Q3/Q4/Q5 Voting intention (Turnout weighted)

Base: All respondents expressing a voting intention and are likely (5-10) to vote for Con/Lab/Lib Dem/SNP/PC or certain to (10) vote for other parties

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	760	233	263	44	109	29	284	228	119	299	225	105	79	52
Weighted Total	701	192	257	40	103	35	240	239	99	274	207	93	73	54
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	215	192	-	-	-	-	179	7	8	78	61	26	31	19
	31%	100%	-	-	-	-	75%	3%	9%	28%	30%	28%	42%	34%
Labour	280	-	257	-	-	-	13	201	32	122	78	38	23	19
	40%	-	100%	-	-	-	5%	84%	32%	45%	38%	41%	31%	35%
Liberal Democrat	53	-	-	40	-	-	2	5	39	20	15	5	8	4
	8%	-	-	100%	-	-	1%	2%	40%	7%	7%	5%	11%	8%
UKIP	106	-	-	-	103	-	44	20	11	35	41	17	6	8
	15%	-	-	-	100%	-	18%	8%	11%	13%	20%	18%	8%	14%
Green	38	-	-	-	-	35	1	4	8	13	9	6	6	3
	5%	-	-	-	-	100%	1%	2%	8%	5%	4%	7%	8%	6%
SNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1	-	-	-	-	-	-	1	-	-	-	-	-	1
	*	-	-	-	-	-	-	1%	-	-	-	-	-	2%
BNP	1	-	-	-	-	-	-	-	-	-	1	-	-	-
	*	-	-	-	-	-	-	-	-	-	*	-	-	-
Other	6	-	-	-	-	-	1	-	-	4	1	1	-	-
	1%	-	-	-	-	-	1%	-	-	2%	1%	1%	-	-
Undefined	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-

## ComRes Battlebus - Online

Table 7

### B1\_SUM. Which party do you trust most to - SUMMARY TABLE

Base: All respondents

	Promote economic growth	Redefine Britain's relationship with the EU	Manage the NHS	Control immigration	Keep down the cost of everyday items, such as food, energy and travel	Improve the education system	Improve housing affordability	Reduce crime and anti-social behaviour	Reduce the Government's budget deficit	Make the welfare system fairer
Unweighted Total	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004
Weighted Total	1004	1004	1004	1004	1004	1004	1004	1004	1004	1004
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	235	190	377	146	309	307	358	229	189	326
	23%	19%	38%	15%	31%	31%	36%	23%	19%	33%
Conservatives	350	214	196	174	207	237	154	272	381	215
	35%	21%	20%	17%	21%	24%	15%	27%	38%	21%
Liberal Democrats	56	63	61	34	59	89	65	36	41	90
	6%	6%	6%	3%	6%	9%	6%	4%	4%	9%
UKIP	74	237	78	381	88	68	81	124	80	96
	7%	24%	8%	38%	9%	7%	8%	12%	8%	10%
Don't know	289	299	293	268	341	302	346	343	312	277
	29%	30%	29%	27%	34%	30%	34%	34%	31%	28%

## ComRes Battlebus - Online

Table 8

### B1\_1. Which party do you trust most to - Promote economic growth

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	235	113	121	32	35	45	52	32	38	44	57	64	70	139	96	81	58	46	49
	23%	23%	24%	26%	21%	25%	30%	21%	19%	21%	19%	30%	25%	22%	25%	23%	21%	23%	28%
Conservatives	350	198	152	30	36	57	61	57	109	99	126	56	69	222	129	127	94	78	51
	35%	40%	30%	24%	21%	32%	35%	39%	53%	46%	41%	26%	25%	35%	34%	36%	34%	39%	29%
Liberal Democrats	56	31	25	14	11	7	8	9	7	15	15	11	16	37	19	24	13	6	12
	6%	6%	5%	11%	7%	4%	5%	6%	3%	7%	5%	5%	6%	6%	5%	7%	5%	3%	7%
UKIP	74	41	33	12	17	17	7	11	10	13	16	17	27	49	25	21	28	16	9
	7%	8%	7%	10%	10%	9%	4%	8%	5%	6%	5%	8%	10%	8%	7%	6%	10%	8%	5%
Don't know	289	110	179	37	72	55	46	39	40	42	90	65	91	181	108	98	83	54	54
	29%	22%	35%	29%	42%	31%	26%	26%	20%	20%	30%	31%	33%	29%	29%	28%	30%	27%	31%

## ComRes Battlebus - Online

Table 8 (continuation)

### B1\_1. Which party do you trust most to - Promote economic growth

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	235	2	188	5	8	7	8	170	23	102	67	29	18	18
	23%	1%	67%	11%	5%	16%	3%	61%	18%	27%	22%	20%	18%	24%
Conservatives	350	193	22	11	50	7	221	26	35	131	102	45	42	29
	35%	94%	8%	23%	33%	16%	80%	9%	26%	35%	33%	32%	43%	39%
Liberal Democrats	56	-	15	22	3	1	4	8	26	18	16	14	5	3
	6%	-	5%	45%	2%	1%	1%	3%	20%	5%	5%	10%	5%	3%
UKIP	74	-	3	2	54	3	14	11	7	22	32	7	6	7
	7%	-	1%	4%	36%	6%	5%	4%	5%	6%	11%	5%	6%	9%
Don't know	289	11	54	8	36	27	30	63	40	107	90	47	26	18
	29%	5%	19%	17%	24%	60%	11%	23%	30%	28%	29%	33%	27%	24%



## ComRes Battlebus - Online

Table 9

### B1\_2. Which party do you trust most to - Redefine Britain's relationship with the EU

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	190	95	95	28	29	35	38	32	29	37	43	45	65	114	76	61	53	32	44
	19%	19%	19%	22%	17%	19%	22%	22%	14%	17%	14%	21%	24%	18%	20%	17%	19%	16%	25%
Conservatives	214	123	91	17	21	33	34	37	73	66	73	34	42	141	73	80	61	50	23
	21%	25%	18%	13%	12%	18%	20%	25%	36%	31%	24%	16%	15%	22%	19%	23%	22%	25%	13%
Liberal Democrats	63	30	33	17	13	12	8	7	6	18	26	4	16	40	24	20	20	15	9
	6%	6%	6%	14%	8%	7%	4%	5%	3%	8%	8%	2%	6%	6%	6%	6%	7%	7%	5%
UKIP	237	133	105	20	35	43	41	42	57	48	69	51	69	153	84	94	59	43	41
	24%	27%	20%	16%	20%	24%	23%	28%	28%	23%	23%	24%	25%	24%	22%	27%	21%	22%	23%
Don't know	299	112	187	44	74	58	54	30	39	44	95	79	81	180	119	97	83	61	58
	30%	23%	37%	35%	43%	32%	31%	20%	19%	21%	31%	37%	30%	29%	32%	28%	30%	30%	33%

## ComRes Battlebus - Online

Table 9 (continuation)

### B1\_2. Which party do you trust most to - Redefine Britain's relationship with the EU

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	190	2	150	4	8	5	8	131	22	82	57	25	15	11
	19%	1%	53%	7%	5%	12%	3%	47%	17%	22%	18%	17%	16%	15%
Conservatives	214	140	18	7	9	1	135	15	20	73	69	26	30	16
	21%	68%	6%	14%	6%	2%	49%	5%	15%	19%	22%	18%	31%	21%
Liberal Democrats	63	11	13	25	3	2	14	16	22	21	19	11	6	6
	6%	5%	5%	52%	2%	4%	5%	6%	17%	6%	6%	8%	6%	8%
UKIP	237	29	28	4	117	7	79	43	29	92	66	39	16	24
	24%	14%	10%	8%	78%	16%	28%	15%	22%	24%	22%	27%	16%	32%
Don't know	299	24	73	9	14	29	42	73	38	112	96	42	31	18
	30%	12%	26%	19%	9%	65%	15%	26%	29%	30%	31%	29%	32%	24%

## ComRes Battlebus - Online

Table 10

### **B1\_3. Which party do you trust most to - Manage the NHS**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	377	191	186	47	63	75	68	57	67	80	96	89	112	239	137	133	106	61	77
	38%	39%	36%	38%	36%	42%	39%	39%	33%	37%	32%	42%	41%	38%	37%	38%	38%	30%	44%
Conservatives	196	116	80	19	14	26	32	32	72	63	68	32	33	114	82	65	49	54	28
	20%	24%	16%	15%	8%	14%	18%	22%	35%	29%	22%	15%	12%	18%	22%	19%	18%	27%	16%
Liberal Democrats	61	36	25	10	10	13	12	7	9	12	25	11	14	35	26	17	18	15	11
	6%	7%	5%	8%	6%	7%	7%	5%	4%	6%	8%	5%	5%	6%	7%	5%	6%	7%	6%
UKIP	78	44	34	8	17	17	16	9	11	13	21	19	25	55	23	25	29	13	10
	8%	9%	7%	7%	10%	9%	9%	6%	5%	6%	7%	9%	9%	9%	6%	7%	11%	7%	6%
Don't know	293	107	186	40	69	50	47	41	46	46	94	63	89	185	108	110	75	58	50
	29%	22%	36%	32%	40%	28%	27%	28%	22%	21%	31%	30%	33%	29%	29%	31%	27%	29%	28%

## ComRes Battlebus - Online

Table 10 (continuation)

### B1\_3. Which party do you trust most to - Manage the NHS

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	377	14	253	8	25	14	38	224	48	167	105	53	26	26
	38%	7%	89%	16%	16%	31%	14%	81%	36%	44%	34%	37%	26%	34%
Conservatives	196	142	5	2	22	1	147	7	8	72	59	25	28	12
	20%	69%	2%	4%	15%	3%	53%	3%	6%	19%	19%	17%	28%	16%
Liberal Democrats	61	4	8	28	8	1	9	5	32	23	18	7	8	6
	6%	2%	3%	58%	5%	1%	3%	2%	24%	6%	6%	5%	8%	8%
UKIP	78	1	1	1	55	3	13	11	5	23	31	13	4	7
	8%	*	*	3%	37%	6%	5%	4%	4%	6%	10%	9%	4%	9%
Don't know	293	44	15	9	40	26	69	31	38	96	93	46	33	25
	29%	21%	5%	19%	27%	59%	25%	11%	29%	25%	30%	32%	33%	33%

## ComRes Battlebus - Online

Table 11

### B1\_4. Which party do you trust most to - Control immigration

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	146	65	82	17	23	29	34	21	22	31	33	41	40	93	53	44	49	26	27
	15%	13%	16%	14%	13%	16%	19%	14%	11%	15%	11%	19%	15%	15%	14%	12%	18%	13%	15%
Conservatives	174	99	76	14	30	34	21	26	50	59	59	21	36	100	74	60	40	49	25
	17%	20%	15%	11%	18%	19%	12%	17%	25%	28%	20%	10%	13%	16%	20%	17%	15%	25%	14%
Liberal Democrats	34	22	12	5	9	7	4	5	4	11	12	3	8	18	16	5	13	8	8
	3%	4%	2%	4%	6%	4%	2%	3%	2%	5%	4%	2%	3%	3%	4%	2%	5%	4%	4%
UKIP	381	200	181	49	46	71	71	61	83	69	116	91	104	245	136	143	102	71	66
	38%	41%	35%	39%	27%	39%	41%	41%	41%	32%	38%	43%	38%	39%	36%	41%	37%	35%	37%
Don't know	268	107	161	41	63	40	45	35	44	43	83	57	85	172	96	100	72	46	50
	27%	22%	31%	32%	37%	22%	26%	24%	22%	20%	27%	27%	31%	27%	26%	28%	26%	23%	29%

## ComRes Battlebus - Online

Table 11 (continuation)

### B1\_4. Which party do you trust most to - Control immigration

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	146	1	122	-	1	3	6	110	10	68	41	17	7	13
	15%	1%	43%	-	1%	6%	2%	40%	7%	18%	13%	12%	7%	17%
Conservatives	174	118	16	14	2	2	112	14	16	54	57	25	27	12
	17%	57%	6%	29%	1%	5%	40%	5%	13%	14%	19%	17%	28%	16%
Liberal Democrats	34	1	10	14	1	1	-	8	22	11	12	3	5	3
	3%	1%	3%	29%	1%	2%	-	3%	17%	3%	4%	2%	5%	4%
UKIP	381	60	69	12	142	9	125	75	52	155	110	53	31	33
	38%	29%	24%	26%	95%	20%	45%	27%	40%	41%	36%	37%	31%	43%
Don't know	268	25	66	7	3	29	33	70	31	93	87	46	28	15
	27%	12%	23%	15%	2%	66%	12%	25%	23%	24%	28%	32%	28%	19%

## ComRes Battlebus - Online

Table 12  
**B1\_5. Which party do you trust most to - Keep down the cost of everyday items, such as food, energy and travel**  
 Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	309	151	158	46	42	63	62	42	54	63	77	75	94	192	118	119	73	62	56
	31%	31%	31%	37%	24%	35%	35%	29%	27%	30%	25%	35%	35%	31%	31%	34%	26%	31%	32%
Conservatives	207	130	76	16	29	26	25	35	76	64	69	32	41	134	73	69	65	39	34
	21%	26%	15%	12%	17%	15%	14%	24%	37%	30%	23%	15%	15%	21%	19%	20%	24%	19%	20%
Liberal Democrats	59	34	24	14	10	12	9	7	7	16	25	10	8	35	23	20	16	11	12
	6%	7%	5%	12%	6%	7%	5%	5%	3%	8%	8%	5%	3%	6%	6%	6%	6%	6%	7%
UKIP	88	44	45	11	18	17	17	13	11	13	20	24	32	56	33	27	29	19	14
	9%	9%	9%	9%	11%	9%	10%	9%	6%	6%	11%	12%	9%	9%	8%	10%	9%	8%	
Don't know	341	133	208	38	74	62	61	50	56	57	115	72	97	211	130	117	94	71	60
	34%	27%	41%	31%	43%	34%	35%	34%	27%	27%	38%	34%	36%	34%	35%	33%	34%	35%	34%

## ComRes Battlebus - Online

Table 12 (continuation)

### B1\_5. Which party do you trust most to - Keep down the cost of everyday items, such as food, energy and travel

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	309	17	226	8	11	10	29	197	40	132	75	49	29	24
	31%	8%	80%	17%	7%	22%	10%	71%	31%	35%	25%	34%	30%	32%
Conservatives	207	142	10	4	25	-	150	14	14	77	65	26	23	16
	21%	69%	4%	8%	17%	-	54%	5%	11%	20%	21%	18%	23%	22%
Liberal Democrats	59	5	7	27	6	2	6	4	30	24	19	5	7	4
	6%	3%	3%	57%	4%	4%	2%	1%	23%	6%	6%	3%	7%	6%
UKIP	88	-	4	-	61	3	16	12	7	34	35	7	6	7
	9%	-	1%	-	41%	6%	6%	4%	5%	9%	11%	5%	6%	9%
Don't know	341	41	36	9	47	30	76	50	40	113	113	57	34	24
	34%	20%	13%	18%	32%	69%	28%	18%	30%	30%	37%	40%	34%	32%



## ComRes Battlebus - Online

Table 13

### B1\_6. Which party do you trust most to - Improve the education system

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	307	150	158	42	51	61	55	44	54	64	76	73	94	187	121	106	81	55	65
	31%	30%	31%	33%	29%	34%	32%	30%	26%	30%	25%	34%	34%	30%	32%	30%	29%	28%	37%
Conservatives	237	136	102	25	22	39	35	38	79	69	79	38	51	149	89	83	65	52	37
	24%	28%	20%	20%	13%	22%	20%	25%	39%	33%	26%	18%	19%	24%	24%	24%	24%	26%	21%
Liberal Democrats	89	51	38	15	16	18	14	13	12	19	35	19	16	56	33	30	25	20	13
	9%	10%	7%	12%	9%	10%	8%	9%	6%	9%	12%	9%	6%	9%	9%	9%	9%	10%	7%
UKIP	68	38	30	6	17	12	11	12	11	14	16	18	21	42	26	22	21	14	12
	7%	8%	6%	5%	10%	7%	6%	8%	5%	7%	5%	8%	8%	7%	7%	6%	7%	7%	7%
Don't know	302	119	183	37	66	50	60	40	49	47	98	66	92	194	108	110	84	59	49
	30%	24%	36%	30%	38%	28%	34%	27%	24%	22%	32%	31%	34%	31%	29%	31%	30%	30%	28%

## ComRes Battlebus - Online

Table 13 (continuation)

### B1\_6. Which party do you trust most to - Improve the education system

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	307	8	224	8	23	7	22	199	36	132	87	38	26	24
	31%	4%	79%	17%	16%	15%	8%	72%	27%	35%	28%	26%	27%	32%
Conservatives	237	152	16	2	26	5	162	18	14	86	73	36	25	18
	24%	74%	6%	3%	18%	11%	58%	7%	11%	23%	24%	25%	25%	24%
Liberal Democrats	89	12	9	30	8	3	19	12	34	35	27	12	12	2
	9%	6%	3%	62%	5%	6%	7%	4%	26%	9%	9%	8%	13%	3%
UKIP	68	-	2	-	48	3	13	8	5	22	27	7	7	6
	7%	-	1%	-	32%	6%	5%	3%	4%	6%	9%	5%	7%	8%
Don't know	302	33	31	9	45	27	61	41	42	105	93	51	28	26
	30%	16%	11%	18%	30%	62%	22%	15%	32%	28%	30%	36%	29%	34%

## ComRes Battlebus - Online

Table 14

### B1\_7. Which party do you trust most to - Improve housing affordability

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	358	175	184	57	51	70	62	54	65	84	93	83	98	223	136	131	92	63	73
	36%	35%	36%	45%	30%	39%	35%	37%	32%	39%	31%	39%	36%	36%	36%	37%	33%	31%	41%
Conservatives	154	88	66	12	22	22	22	25	52	40	57	33	23	101	53	63	39	32	21
	15%	18%	13%	10%	13%	12%	12%	17%	25%	19%	19%	16%	9%	16%	14%	18%	14%	16%	12%
Liberal Democrats	65	40	25	11	13	13	7	9	10	21	23	10	10	38	27	17	20	17	10
	6%	8%	5%	9%	8%	7%	4%	6%	5%	10%	8%	5%	4%	6%	7%	5%	7%	9%	6%
UKIP	81	40	41	8	18	14	16	10	15	12	18	19	32	52	29	21	30	17	13
	8%	8%	8%	6%	11%	8%	9%	7%	7%	5%	6%	9%	12%	8%	8%	6%	11%	8%	7%
Don't know	346	150	196	37	68	61	67	49	63	56	113	68	109	214	132	119	95	72	60
	34%	31%	38%	30%	40%	34%	39%	33%	31%	26%	37%	32%	40%	34%	35%	34%	34%	36%	34%

## ComRes Battlebus - Online

Table 14 (continuation)

### B1\_7. Which party do you trust most to - Improve housing affordability

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	358 36%	30 15%	229 81%	11 22%	21 14%	12 28%	43 15%	203 73%	50 38%	167 44%	89 29%	48 33%	34 34%	21 28%
Conservatives	154 15%	112 55%	11 4%	2 4%	20 13%	1 2%	123 45%	7 3%	5 4%	56 15%	47 15%	19 13%	18 18%	14 19%
Liberal Democrats	65 6%	3 2%	6 2%	25 53%	6 4%	2 4%	7 3%	4 1%	33 25%	20 5%	21 7%	12 8%	7 7%	5 7%
UKIP	81 8%	-	-	1 3%	59 40%	3 6%	16 6%	10 3%	8 6%	27 7%	29 9%	9 6%	6 6%	10 13%
Don't know	346 34%	59 29%	36 13%	8 17%	44 29%	27 61%	88 32%	54 19%	34 26%	111 29%	121 39%	56 39%	34 34%	25 33%

## ComRes Battlebus - Online

Table 15

### B1\_8. Which party do you trust most to - Reduce crime and anti-social behaviour

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	229	101	128	35	31	46	48	34	35	48	56	62	63	136	93	75	62	43	50
	23%	20%	25%	28%	18%	25%	28%	23%	17%	22%	18%	29%	23%	22%	25%	21%	22%	21%	28%
Conservatives	272	157	115	24	35	49	48	41	76	88	98	41	45	175	98	98	77	62	36
	27%	32%	23%	19%	20%	27%	28%	28%	37%	41%	32%	19%	17%	28%	26%	28%	28%	31%	20%
Liberal Democrats	36	19	17	12	6	3	3	6	6	11	11	4	11	18	19	10	8	7	12
	4%	4%	3%	10%	3%	2%	2%	4%	3%	5%	4%	2%	4%	3%	5%	3%	3%	3%	7%
UKIP	124	67	56	16	22	23	17	18	28	18	37	22	45	83	41	42	41	24	17
	12%	14%	11%	13%	13%	13%	10%	12%	14%	9%	12%	10%	17%	13%	11%	12%	15%	12%	9%
Don't know	343	148	194	38	79	59	58	49	60	48	103	84	109	216	127	128	88	66	62
	34%	30%	38%	30%	46%	33%	33%	33%	29%	23%	34%	39%	40%	34%	34%	36%	32%	33%	35%

## ComRes Battlebus - Online

Table 15 (continuation)

### B1\_8. Which party do you trust most to - Reduce crime and anti-social behaviour

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	229	4	175	6	9	4	8	161	26	111	60	24	18	16
	23%	2%	62%	12%	6%	9%	3%	58%	20%	29%	19%	16%	18%	21%
Conservatives	272	161	20	13	24	7	180	16	24	100	83	32	35	23
	27%	78%	7%	28%	16%	16%	65%	6%	19%	26%	27%	23%	36%	30%
Liberal Democrats	36	3	9	17	1	-	5	4	20	17	10	5	2	3
	4%	1%	3%	36%	1%	-	2%	1%	15%	4%	3%	3%	2%	4%
UKIP	124	4	7	3	83	4	30	20	16	36	48	21	7	11
	12%	2%	3%	7%	55%	8%	11%	7%	12%	9%	16%	15%	7%	15%
Don't know	343	34	72	8	33	30	53	77	45	116	107	62	36	22
	34%	17%	25%	18%	22%	67%	19%	28%	34%	31%	35%	43%	37%	30%

## ComRes Battlebus - Online

Table 16

### B1\_9. Which party do you trust most to - Reduce the Government's budget deficit

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	189	89	100	27	24	36	40	25	36	34	38	54	63	117	72	66	50	35	37
	19%	18%	20%	22%	14%	20%	23%	17%	18%	16%	13%	25%	23%	19%	19%	19%	18%	18%	21%
Conservatives	381	214	167	30	45	66	68	67	106	109	137	57	78	245	136	145	100	81	54
	38%	43%	33%	24%	26%	37%	39%	45%	52%	51%	45%	27%	29%	39%	36%	41%	36%	41%	31%
Liberal Democrats	41	18	23	7	11	9	7	4	3	12	11	10	8	24	17	12	12	8	9
	4%	4%	5%	6%	6%	5%	4%	3%	2%	6%	4%	5%	3%	4%	5%	3%	4%	4%	5%
UKIP	80	46	35	17	16	13	9	14	12	12	21	20	27	52	29	24	28	15	13
	8%	9%	7%	14%	9%	7%	5%	9%	6%	6%	7%	9%	10%	8%	8%	7%	10%	8%	7%
Don't know	312	127	186	44	77	57	50	38	47	45	98	73	97	190	122	105	85	61	62
	31%	26%	36%	35%	44%	31%	29%	26%	23%	21%	32%	34%	36%	30%	33%	30%	31%	30%	35%

## ComRes Battlebus - Online

Table 16 (continuation)

### B1\_9. Which party do you trust most to - Reduce the Government's budget deficit

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	189 19%	1 *	154 54%	5 11%	5 3%	2 5%	6 2%	136 49%	22 16%	86 23%	51 17%	20 14%	16 16%	16 21%
Conservatives	381 38%	189 92%	47 17%	18 38%	48 32%	8 17%	221 80%	42 15%	47 36%	140 37%	113 37%	56 39%	42 43%	31 41%
Liberal Democrats	41 4%	2 1%	9 3%	16 33%	4 3%	- -	3 1%	7 3%	18 14%	14 4%	9 3%	7 5%	8 8%	3 4%
UKIP	80 8%	- -	3 1%	- -	53 35%	3 6%	13 5%	8 3%	8 6%	26 7%	34 11%	10 7%	4 4%	6 8%
Don't know	312 31%	13 7%	70 25%	9 18%	40 27%	32 72%	34 12%	85 31%	37 28%	114 30%	100 33%	50 35%	29 29%	20 27%



## ComRes Battlebus - Online

Table 17

### B1\_10. Which party do you trust most to - Make the welfare system fairer

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	326	152	174	49	51	55	61	52	59	74	85	77	90	204	123	122	82	54	69
	33%	31%	34%	39%	30%	31%	35%	35%	29%	35%	28%	36%	33%	32%	33%	35%	30%	27%	39%
Conservatives	215	120	94	20	26	34	35	32	67	64	75	37	38	140	75	75	64	45	30
	21%	24%	18%	16%	15%	19%	20%	22%	33%	30%	25%	17%	14%	22%	20%	21%	23%	22%	17%
Liberal Democrats	90	55	36	13	15	14	15	14	19	24	35	15	17	49	42	24	24	28	13
	9%	11%	7%	11%	8%	8%	9%	9%	9%	11%	11%	7%	6%	8%	11%	7%	9%	14%	8%
UKIP	96	52	44	8	17	24	16	11	19	16	27	22	31	62	33	31	31	19	14
	10%	11%	9%	6%	10%	13%	9%	8%	9%	8%	9%	10%	11%	10%	9%	9%	11%	9%	8%
Don't know	277	114	163	35	64	53	47	38	40	35	83	62	97	173	104	99	75	55	49
	28%	23%	32%	28%	37%	29%	27%	26%	20%	16%	27%	29%	35%	28%	28%	28%	27%	27%	28%

## ComRes Battlebus - Online

Table 17 (continuation)

### B1\_10. Which party do you trust most to - Make the welfare system fairer

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Labour	326	18	226	8	18	9	28	205	38	145	80	49	29	24
	33%	9%	80%	17%	12%	20%	10%	74%	29%	38%	26%	34%	30%	32%
Conservatives	215	136	19	1	20	2	155	15	11	78	66	27	26	17
	21%	66%	7%	3%	14%	5%	56%	5%	8%	20%	22%	19%	27%	23%
Liberal Democrats	90	11	10	32	8	5	15	9	48	29	30	14	9	10
	9%	6%	4%	67%	5%	10%	5%	3%	37%	8%	10%	10%	9%	13%
UKIP	96	5	3	-	68	3	23	14	8	31	38	11	6	9
	10%	2%	1%	-	45%	6%	8%	5%	6%	8%	12%	8%	6%	13%
Don't know	277	36	25	6	36	26	56	35	26	98	94	42	28	15
	28%	17%	9%	13%	24%	59%	20%	13%	20%	26%	31%	29%	29%	20%

## ComRes Battlebus - Online

Table 18

**B2. Thinking about how you will decide which Party to vote for at the General Election on May 7th, which of the following is the most important reason why you will chose to vote for a particular Party?**

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Party with the leader who will make the best Prime Minister	117	55	62	16	18	30	17	13	23	34	33	24	26	68	50	41	27	26	24
	12%	11%	12%	13%	11%	17%	10%	9%	11%	16%	11%	11%	10%	11%	13%	12%	10%	13%	14%
The Party with the candidate who will make the best MP for my local area	84	53	30	12	15	10	11	12	22	19	27	14	23	56	27	24	33	19	8
	8%	11%	6%	10%	9%	6%	6%	8%	11%	9%	9%	7%	8%	9%	7%	7%	12%	10%	5%
The Party with the best policies on issues important to me	666	323	343	80	106	119	122	100	140	136	214	146	169	421	245	245	176	129	116
	66%	65%	67%	64%	61%	66%	70%	68%	68%	64%	70%	69%	62%	67%	65%	70%	64%	64%	66%
The Party that has the best chance of beating another Party that I don't like	49	25	24	2	11	6	5	10	14	13	13	9	14	28	20	14	15	11	10
	5%	5%	5%	1%	7%	3%	3%	7%	7%	6%	4%	4%	5%	5%	5%	4%	5%	5%	5%
Don't know	88	37	52	16	22	15	18	12	6	11	18	20	40	54	34	28	26	16	18
	9%	7%	10%	13%	13%	8%	10%	8%	3%	5%	6%	9%	15%	9%	9%	8%	9%	8%	10%

## ComRes Battlebus - Online

Table 18 (continuation)

### B2. Thinking about how you will decide which Party to vote for at the General Election on May 7th, which of the following is the most important reason why you will chose to vote for a particular Party?

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
The Party with the leader who will make the best Prime Minister	117 12%	49 24%	30 11%	1 3%	8 6%	1 1%	49 18%	30 11%	8 6%	56 15%	26 9%	12 9%	13 14%	9 12%
The Party with the candidate who will make the best MP for my local area	84 8%	13 6%	32 11%	6 12%	12 8%	1 1%	21 7%	32 12%	15 12%	25 7%	25 8%	17 12%	12 12%	5 6%
The Party with the best policies on issues important to me	666 66%	134 65%	190 67%	38 80%	117 78%	36 81%	195 70%	187 67%	93 71%	245 64%	213 69%	93 65%	58 59%	58 76%
The Party that has the best chance of beating another Party that I don't like	49 5%	7 4%	26 9%	2 5%	7 5%	1 2%	10 4%	20 7%	10 8%	25 7%	13 4%	2 2%	4 4%	4 5%
Don't know	88 9%	1 1%	5 2%	-	5 4%	6 14%	3 1%	8 3%	5 4%	28 7%	30 10%	19 13%	11 11%	1 1%

## ComRes Battlebus - Online

Table 19

### **B3\_SUM. Please select which of the following words or phrases apply to - SUMMARY TABLE**

Base: All respondents

	David Cameron	Ed Miliband	Nick Clegg	Nigel Farage
Unweighted Total	1004	1004	1004	1004
Weighted Total	1004	1004	1004	1004
	100%	100%	100%	100%
Trustworthy	244 24%	213 21%	107 11%	118 12%
Out of touch with ordinary people	476 47%	352 35%	312 31%	222 22%
Has the right policies for Britain's future	287 29%	243 24%	95 9%	166 17%
Is the most statesmanlike	464 46%	127 13%	55 6%	98 10%
Comes across as someone like me	155 15%	181 18%	153 15%	154 15%
Competent	390 39%	231 23%	153 15%	132 13%
Intelligent	450 45%	316 31%	262 26%	178 18%
Can get things done	368 37%	229 23%	84 8%	151 15%
Weird	94 9%	356 35%	164 16%	407 40%
Stands up for what he believes in	300 30%	280 28%	134 13%	370 37%
Has a clear vision for what he wants for the country	358 36%	269 27%	110 11%	276 27%
None of these	166 17%	205 20%	296 29%	204 20%

## ComRes Battlebus - Online

Table 20

### B3\_1. Please select which of the following words or phrases apply to - David Cameron

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trustworthy	244	135	109	29	32	38	37	36	71	68	83	49	44	150	94	87	62	58	36
	24%	27%	21%	23%	19%	21%	21%	24%	35%	32%	27%	23%	16%	24%	25%	25%	23%	29%	20%
Out of touch with ordinary people	476	234	242	44	85	74	87	82	103	94	142	110	130	314	162	174	140	80	82
	47%	47%	47%	35%	49%	41%	50%	55%	51%	44%	47%	52%	48%	50%	43%	49%	51%	40%	47%
Has the right policies for Britain's future	287	167	120	33	37	55	43	40	79	86	110	43	48	171	116	92	79	74	42
	29%	34%	23%	26%	21%	31%	25%	27%	39%	41%	36%	20%	18%	27%	31%	26%	29%	37%	24%
Is the most statesmanlike	464	252	212	38	59	86	83	77	121	127	159	90	87	297	166	163	134	92	74
	46%	51%	41%	30%	34%	47%	48%	52%	59%	60%	52%	42%	32%	47%	44%	46%	48%	46%	42%
Comes across as someone like me	155	80	75	10	21	26	27	23	48	40	58	27	30	98	58	52	45	37	20
	15%	16%	15%	8%	12%	14%	15%	15%	24%	19%	19%	13%	11%	16%	15%	15%	16%	19%	11%
Competent	390	221	169	41	52	70	61	63	104	110	131	77	72	241	149	133	108	87	62
	39%	45%	33%	32%	30%	39%	35%	43%	51%	52%	43%	36%	26%	38%	40%	38%	39%	43%	35%
Intelligent	450	245	204	38	61	85	77	78	111	128	149	84	89	283	167	152	131	95	71
	45%	50%	40%	31%	35%	47%	44%	53%	54%	60%	49%	39%	33%	45%	44%	43%	47%	48%	41%
Can get things done	368	209	160	42	49	68	60	53	96	102	126	66	74	233	135	130	103	79	56
	37%	42%	31%	33%	29%	38%	34%	36%	47%	48%	41%	31%	27%	37%	36%	37%	37%	39%	32%
Weird	94	38	56	16	25	15	16	14	8	17	18	25	34	65	29	40	25	19	10
	9%	8%	11%	13%	14%	8%	9%	10%	4%	8%	6%	12%	12%	10%	8%	11%	9%	10%	6%
Stands up for what he believes in	300	168	131	51	39	48	46	43	73	92	96	58	54	191	109	97	94	64	45
	30%	34%	26%	40%	23%	26%	27%	29%	36%	43%	32%	27%	20%	30%	29%	28%	34%	32%	25%
Has a clear vision for what he wants for the country	358	201	157	46	51	56	65	52	89	107	115	70	66	220	138	114	105	83	55
	36%	41%	31%	37%	29%	31%	37%	35%	44%	50%	38%	33%	24%	35%	37%	33%	38%	42%	31%
None of these	166	68	98	31	34	33	32	20	17	26	39	35	66	100	66	54	46	33	33
	17%	14%	19%	25%	20%	18%	18%	13%	8%	12%	13%	16%	24%	16%	18%	15%	17%	16%	19%

## ComRes Battlebus - Online

Table 20 (continuation)

### B3\_1. Please select which of the following words or phrases apply to - David Cameron

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trustworthy	244 24%	147 72%	26 9%	7 15%	23 16%	2 4%	158 57%	25 9%	18 14%	87 23%	75 24%	33 23%	29 30%	20 26%
Out of touch with ordinary people	476 47%	31 15%	195 69%	18 37%	89 59%	27 61%	73 26%	184 66%	80 61%	192 50%	134 44%	77 53%	41 42%	33 43%
Has the right policies for Britain's future	287 29%	180 88%	24 9%	9 19%	22 14%	3 6%	190 69%	26 9%	18 13%	105 28%	89 29%	37 26%	32 33%	25 33%
Is the most statesmanlike	464 46%	175 85%	89 31%	19 41%	73 49%	9 19%	217 78%	85 31%	64 49%	173 45%	134 44%	70 49%	47 48%	40 52%
Comes across as someone like me	155 15%	103 50%	20 7%	3 6%	7 4%	- -	105 38%	18 6%	9 7%	49 13%	53 17%	21 14%	17 18%	16 21%
Competent	390 39%	178 87%	60 21%	17 36%	52 34%	7 16%	213 77%	53 19%	46 35%	138 36%	122 40%	52 36%	46 47%	32 42%
Intelligent	450 45%	179 87%	84 30%	21 44%	67 44%	8 18%	219 79%	81 29%	58 45%	165 43%	140 46%	62 43%	50 51%	34 45%
Can get things done	368 37%	173 84%	56 20%	23 48%	43 29%	9 21%	189 68%	58 21%	50 38%	137 36%	105 34%	52 36%	40 41%	33 44%
Weird	94 9%	3 1%	47 17%	1 2%	18 12%	7 15%	5 2%	48 17%	7 5%	35 9%	22 7%	14 10%	9 10%	13 17%
Stands up for what he believes in	300 30%	144 70%	51 18%	17 35%	21 14%	10 22%	155 56%	45 16%	35 27%	100 26%	99 32%	42 29%	31 32%	28 37%
Has a clear vision for what he wants for the country	358 36%	174 85%	51 18%	23 48%	32 21%	14 31%	187 68%	49 18%	44 33%	134 35%	109 36%	45 31%	43 44%	27 35%
None of these	166 17%	5 2%	34 12%	6 14%	17 11%	13 30%	16 6%	43 15%	14 10%	56 15%	63 21%	23 16%	13 13%	12 15%

## ComRes Battlebus - Online

Table 21

### B3\_2. Please select which of the following words or phrases apply to - Ed Miliband

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trustworthy	213	111	103	24	39	39	31	38	43	47	45	51	70	135	78	71	64	34	44
	21%	22%	20%	19%	23%	21%	18%	26%	21%	22%	15%	24%	26%	22%	21%	20%	23%	17%	25%
Out of touch with ordinary people	352	200	152	44	55	62	59	48	83	74	122	75	80	230	122	130	100	75	48
	35%	41%	30%	35%	32%	34%	34%	33%	41%	35%	40%	35%	29%	37%	32%	37%	36%	37%	27%
Has the right policies for Britain's future	243	119	124	24	48	46	36	41	49	49	63	55	76	158	85	89	69	36	49
	24%	24%	24%	19%	28%	26%	20%	28%	24%	23%	21%	26%	28%	25%	23%	25%	25%	18%	28%
Is the most statesmanlike	127	63	64	17	22	23	21	21	23	21	32	32	42	71	55	39	33	26	30
	13%	13%	12%	14%	13%	13%	12%	14%	11%	10%	10%	15%	15%	11%	15%	11%	12%	13%	17%
Comes across as someone like me	181	88	93	15	38	32	32	30	33	30	40	50	61	109	72	65	44	32	40
	18%	18%	18%	12%	22%	18%	18%	20%	16%	14%	13%	23%	22%	17%	19%	18%	16%	16%	23%
Competent	231	122	108	25	42	35	38	44	48	49	49	63	70	139	92	81	58	38	53
	23%	25%	21%	20%	24%	19%	22%	30%	23%	23%	16%	29%	26%	22%	24%	23%	21%	19%	30%
Intelligent	316	166	150	38	54	50	54	53	67	78	89	65	85	194	122	113	81	60	62
	31%	34%	29%	30%	31%	28%	31%	36%	33%	36%	29%	30%	31%	31%	32%	32%	29%	30%	35%
Can get things done	229	124	105	35	39	37	35	38	45	42	52	59	75	133	96	75	58	45	51
	23%	25%	21%	28%	23%	20%	20%	26%	22%	20%	17%	28%	28%	21%	26%	21%	21%	22%	29%
Weird	356	203	153	41	65	61	58	50	81	87	130	55	85	230	126	133	97	74	52
	35%	41%	30%	33%	38%	34%	33%	34%	40%	41%	43%	26%	31%	37%	33%	38%	35%	37%	30%
Stands up for what he believes in	280	145	135	38	44	42	49	54	53	70	76	55	80	176	105	100	76	47	58
	28%	29%	26%	30%	25%	23%	28%	37%	26%	33%	25%	26%	29%	28%	28%	28%	28%	23%	33%
Has a clear vision for what he wants for the country	269	139	130	34	46	43	42	51	51	58	65	60	85	166	103	92	74	45	58
	27%	28%	25%	27%	27%	24%	24%	35%	25%	27%	21%	28%	31%	26%	27%	26%	27%	22%	33%
None of these	205	75	130	35	35	47	34	25	30	38	53	45	69	120	85	67	53	42	43
	20%	15%	25%	28%	20%	26%	19%	17%	15%	18%	17%	21%	25%	19%	23%	19%	19%	21%	25%



## ComRes Battlebus - Online

Table 21 (continuation)

### B3\_2. Please select which of the following words or phrases apply to - Ed Miliband

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trustworthy	213 21%	6 3%	161 57%	9 18%	10 7%	4 10%	18 6%	141 51%	25 19%	88 23%	67 22%	22 15%	22 22%	15 20%
Out of touch with ordinary people	352 35%	110 53%	52 18%	17 35%	75 50%	22 50%	146 53%	64 23%	41 31%	116 31%	114 37%	55 38%	36 37%	30 40%
Has the right policies for Britain's future	243 24%	3 2%	197 70%	5 10%	8 5%	7 17%	11 4%	162 59%	33 25%	111 29%	64 21%	28 19%	24 25%	16 21%
Is the most statesmanlike	127 13%	2 1%	100 35%	4 8%	6 4%	4 9%	5 2%	89 32%	11 8%	57 15%	40 13%	14 10%	10 10%	6 8%
Comes across as someone like me	181 18%	4 2%	150 53%	5 11%	4 3%	3 8%	10 4%	130 47%	17 13%	86 23%	41 13%	24 17%	18 18%	11 15%
Competent	231 23%	7 3%	176 62%	5 11%	13 9%	3 8%	13 5%	155 56%	26 19%	107 28%	59 19%	32 23%	18 19%	14 18%
Intelligent	316 31%	34 16%	185 65%	14 30%	26 17%	9 19%	49 18%	162 58%	48 37%	140 37%	79 26%	41 29%	30 31%	26 34%
Can get things done	229 23%	6 3%	186 66%	9 19%	5 3%	4 9%	14 5%	148 53%	34 26%	105 28%	61 20%	28 19%	18 18%	18 24%
Weird	356 35%	115 56%	53 19%	21 43%	87 58%	14 31%	155 56%	59 21%	41 32%	142 37%	93 30%	55 39%	36 37%	30 40%
Stands up for what he believes in	280 28%	29 14%	181 64%	13 26%	17 12%	11 25%	35 13%	151 54%	38 29%	115 30%	75 24%	41 29%	27 27%	22 29%
Has a clear vision for what he wants for the country	269 27%	12 6%	191 67%	8 16%	15 10%	11 24%	20 7%	162 59%	34 26%	124 33%	68 22%	38 26%	22 23%	17 22%
None of these	205 20%	30 15%	20 7%	10 21%	25 16%	11 24%	35 13%	37 13%	24 18%	76 20%	69 23%	27 19%	21 22%	12 15%

## ComRes Battlebus - Online

Table 22

### B3\_3. Please select which of the following words or phrases apply to - Nick Clegg

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trustworthy	107	59	47	13	13	20	14	21	25	37	34	15	22	61	46	34	26	24	22
	11%	12%	9%	10%	8%	11%	8%	14%	12%	17%	11%	7%	8%	10%	12%	10%	10%	12%	12%
Out of touch with ordinary people	312	161	151	22	53	52	63	50	74	65	97	69	81	206	106	114	92	58	48
	31%	33%	30%	17%	30%	29%	36%	34%	36%	30%	32%	32%	30%	33%	28%	33%	33%	29%	28%
Has the right policies for Britain's future	95	45	50	20	16	20	9	14	15	24	32	19	20	59	36	28	31	19	17
	9%	9%	10%	16%	9%	11%	5%	10%	7%	11%	11%	9%	7%	9%	9%	8%	11%	9%	10%
Is the most statesmanlike	55	25	31	8	19	8	3	10	7	8	18	11	18	31	25	18	12	17	8
	6%	5%	6%	6%	11%	5%	2%	7%	3%	4%	6%	5%	7%	5%	7%	5%	5%	8%	4%
Comes across as someone like me	153	88	65	31	21	37	9	23	33	42	49	29	33	96	57	49	46	33	24
	15%	18%	13%	25%	12%	20%	5%	15%	16%	20%	16%	14%	12%	15%	15%	14%	17%	17%	14%
Competent	153	87	66	19	30	30	27	23	23	42	52	26	34	99	53	52	48	30	23
	15%	18%	13%	15%	17%	17%	16%	15%	11%	20%	17%	12%	12%	16%	14%	15%	17%	15%	13%
Intelligent	262	149	113	21	40	54	43	46	58	80	75	50	57	167	95	97	71	47	48
	26%	30%	22%	17%	23%	30%	25%	31%	29%	38%	25%	23%	21%	27%	25%	27%	26%	23%	27%
Can get things done	84	53	31	18	15	15	13	12	11	19	24	20	21	54	30	29	26	13	17
	8%	11%	6%	15%	9%	8%	8%	8%	5%	9%	8%	9%	8%	9%	8%	8%	9%	7%	9%
Weird	164	87	77	25	23	29	27	24	37	22	53	34	55	113	51	54	59	31	21
	16%	18%	15%	20%	13%	16%	15%	17%	18%	10%	17%	16%	20%	18%	14%	15%	21%	15%	12%
Stands up for what he believes in	134	71	64	20	15	19	24	27	30	46	39	20	30	80	55	45	34	30	25
	13%	14%	12%	16%	9%	10%	14%	18%	15%	21%	13%	9%	11%	13%	15%	13%	12%	15%	14%
Has a clear vision for what he wants for the country	110	66	44	17	15	20	15	22	21	30	31	19	30	71	38	40	32	18	21
	11%	13%	9%	14%	8%	11%	9%	15%	10%	14%	10%	9%	11%	11%	10%	11%	12%	9%	12%
None of these	296	117	179	41	50	57	55	37	56	53	84	68	91	173	122	100	74	61	61
	29%	24%	35%	33%	29%	31%	32%	25%	27%	25%	27%	32%	33%	28%	32%	28%	27%	30%	35%

## ComRes Battlebus - Online

Table 22 (continuation)

### B3\_3. Please select which of the following words or phrases apply to - Nick Clegg

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trustworthy	107 11%	22 11%	25 9%	21 44%	8 6%	2 4%	27 10%	21 8%	36 27%	44 12%	29 9%	17 12%	7 7%	9 12%
Out of touch with ordinary people	312 31%	70 34%	76 27%	6 13%	72 48%	20 44%	107 39%	83 30%	34 26%	121 32%	98 32%	49 34%	23 23%	22 29%
Has the right policies for Britain's future	95 9%	10 5%	23 8%	28 59%	2 1%	5 11%	14 5%	22 8%	46 35%	33 9%	30 10%	9 6%	12 12%	11 14%
Is the most statesmanlike	55 6%	6 3%	21 7%	11 22%	5 3%	3 7%	9 3%	17 6%	20 15%	15 4%	23 8%	2 2%	10 10%	4 6%
Comes across as someone like me	153 15%	28 14%	38 14%	24 51%	12 8%	5 12%	39 14%	31 11%	46 35%	58 15%	45 15%	18 12%	16 17%	16 21%
Competent	153 15%	24 12%	52 19%	24 50%	9 6%	5 12%	33 12%	42 15%	47 36%	62 16%	40 13%	19 13%	15 16%	16 22%
Intelligent	262 26%	61 30%	74 26%	23 48%	31 21%	13 29%	78 28%	64 23%	69 52%	108 28%	72 23%	36 25%	23 24%	24 31%
Can get things done	84 8%	10 5%	29 10%	16 35%	5 3%	3 6%	15 6%	19 7%	33 25%	33 9%	22 7%	10 7%	8 8%	11 14%
Weird	164 16%	35 17%	44 15%	3 6%	45 30%	7 17%	42 15%	53 19%	18 14%	63 17%	46 15%	24 17%	18 19%	12 16%
Stands up for what he believes in	134 13%	28 14%	39 14%	18 37%	13 9%	6 14%	38 14%	32 11%	35 27%	46 12%	39 13%	25 18%	10 10%	15 20%
Has a clear vision for what he wants for the country	110 11%	18 9%	31 11%	17 35%	10 7%	5 12%	32 12%	24 9%	32 24%	43 11%	27 9%	16 11%	10 10%	13 17%
None of these	296 29%	51 25%	78 27%	11 23%	32 21%	14 31%	66 24%	84 30%	16 12%	115 30%	96 31%	38 27%	27 27%	20 26%

## ComRes Battlebus - Online

Table 23

### B3\_4. Please select which of the following words or phrases apply to - Nigel Farage

Base: All respondents

	GENDER		AGE						SOCIAL GRADE				CURRENT MP		MARGINALITY				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	Con 2%-4%	Con <2%	Lab <2%	Lab 2%-4%
Unweighted Total	1004	475	529	71	141	157	200	189	246	271	293	177	263	614	390	350	264	209	181
Weighted Total	1004	493	511	125	172	180	174	147	204	213	305	214	273	628	377	351	276	201	176
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trustworthy	118	73	44	11	16	22	19	21	29	26	31	27	34	66	51	41	25	27	25
	12%	15%	9%	8%	9%	12%	11%	14%	14%	12%	10%	13%	12%	11%	14%	12%	9%	13%	14%
Out of touch with ordinary people	222	114	108	43	48	46	29	21	34	58	82	35	46	144	78	89	54	45	33
	22%	23%	21%	34%	28%	26%	17%	14%	17%	27%	27%	17%	17%	23%	21%	25%	20%	22%	19%
Has the right policies for Britain's future	166	92	74	14	19	33	33	29	38	31	40	40	56	106	61	59	47	25	35
	17%	19%	15%	11%	11%	19%	19%	20%	19%	15%	13%	19%	20%	17%	16%	17%	17%	12%	20%
Is the most statesmanlike	98	69	28	13	17	19	14	14	21	14	27	17	39	58	40	32	26	18	22
	10%	14%	6%	11%	10%	11%	8%	9%	10%	7%	9%	8%	14%	9%	11%	9%	9%	9%	13%
Comes across as someone like me	154	92	62	10	21	22	26	30	45	30	42	35	47	99	54	57	43	26	28
	15%	19%	12%	8%	12%	12%	15%	20%	22%	14%	14%	16%	17%	16%	14%	16%	15%	13%	16%
Competent	132	89	43	16	24	18	23	20	31	30	36	24	42	81	51	46	35	23	28
	13%	18%	8%	13%	14%	10%	13%	14%	15%	14%	12%	11%	15%	13%	14%	13%	13%	12%	16%
Intelligent	178	106	72	13	26	38	30	26	45	48	46	40	44	110	68	65	45	34	34
	18%	21%	14%	10%	15%	21%	17%	18%	22%	23%	15%	19%	16%	18%	18%	18%	16%	17%	20%
Can get things done	151	88	63	9	26	33	22	25	34	35	41	33	41	97	53	54	44	28	26
	15%	18%	12%	7%	15%	19%	13%	17%	17%	16%	13%	16%	15%	15%	14%	15%	16%	14%	15%
Weird	407	193	213	56	63	66	68	66	87	98	142	75	92	251	156	135	116	81	74
	40%	39%	42%	45%	37%	37%	39%	45%	43%	46%	47%	35%	34%	40%	41%	38%	42%	40%	42%
Stands up for what he believes in	370	214	156	31	47	73	72	63	83	94	119	73	84	236	134	132	103	67	67
	37%	43%	30%	25%	27%	41%	42%	42%	41%	44%	39%	34%	31%	38%	36%	38%	37%	33%	38%
Has a clear vision for what he wants for the country	276	152	124	31	37	53	46	42	68	67	86	56	67	176	100	104	71	47	54
	27%	31%	24%	25%	21%	29%	26%	28%	33%	32%	28%	26%	24%	28%	27%	30%	26%	23%	31%
None of these	204	81	123	35	35	44	32	24	33	32	49	50	73	123	81	67	56	44	37
	20%	16%	24%	28%	21%	25%	19%	16%	16%	15%	16%	24%	27%	20%	22%	19%	20%	22%	21%

## ComRes Battlebus - Online

Table 23 (continuation)

### B3\_4. Please select which of the following words or phrases apply to - Nigel Farage

Base: All respondents

	VOTING INTENTION (Q3 - not incl squeeze)					PAST VOTE – GENERAL ELECTION 2010			REGION					
	Total	Conservative	Labour	Liberal Democrat	UKIP	Green	Conservative	Labour	Liberal Democrat	North	Midlands	South East & East	London	South West & Wales
Unweighted Total	1004	233	263	44	156	37	310	247	145	385	306	144	98	71
Weighted Total	1004	205	283	48	150	44	277	278	131	380	307	143	98	76
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Trustworthy	118 12%	8 4%	12 4%	5 10%	75 50%	3 6%	40 14%	25 9%	13 10%	49 13%	35 11%	16 11%	6 7%	12 15%
Out of touch with ordinary people	222 22%	51 25%	73 26%	21 45%	8 5%	24 55%	53 19%	63 23%	38 29%	73 19%	75 24%	31 22%	21 21%	23 30%
Has the right policies for Britain's future	166 17%	10 5%	14 5%	2 5%	113 76%	3 6%	51 18%	30 11%	20 15%	62 16%	46 15%	30 21%	12 12%	16 21%
Is the most statesmanlike	98 10%	6 3%	12 4%	7 15%	53 35%	4 10%	26 9%	21 7%	6 5%	43 11%	27 9%	13 9%	5 5%	10 13%
Comes across as someone like me	154 15%	22 11%	15 5%	4 9%	89 59%	5 12%	60 22%	31 11%	10 8%	65 17%	40 13%	26 18%	11 11%	13 17%
Competent	132 13%	10 5%	19 7%	5 10%	69 46%	4 10%	41 15%	29 10%	11 9%	57 15%	41 13%	17 12%	8 8%	10 13%
Intelligent	178 18%	28 14%	26 9%	8 17%	76 51%	5 12%	58 21%	39 14%	25 19%	73 19%	51 17%	26 18%	14 15%	14 19%
Can get things done	151 15%	10 5%	21 7%	7 14%	82 55%	5 12%	45 16%	35 13%	22 17%	58 15%	44 14%	22 16%	13 14%	13 17%
Weird	407 40%	95 46%	169 60%	26 54%	18 12%	23 51%	102 37%	143 52%	62 48%	157 41%	124 41%	56 39%	40 40%	30 39%
Stands up for what he believes in	370 37%	82 40%	62 22%	19 39%	118 79%	18 41%	139 50%	76 27%	56 43%	152 40%	96 31%	54 38%	30 30%	38 50%
Has a clear vision for what he wants for the country	276 27%	42 21%	49 17%	14 30%	109 73%	14 31%	92 33%	58 21%	46 35%	115 30%	72 23%	41 28%	21 21%	28 37%
None of these	204 20%	31 15%	45 16%	8 16%	8 5%	8 17%	37 13%	51 18%	18 14%	70 18%	69 22%	25 17%	26 27%	14 18%