

ITV News – Conservative–held UKIP Target Seats Poll

	2010 Result	2015 voting intention
Con	46.3%	39%
Lab	26.3%	28%
Lib Dem	15.2%	5%
UKIP	6.3%	21%
Other	5.9%	7%

**Results may not sum to 100% due to rounding.*

Methodology Note: ComRes interviewed 1,007 adults living in ten Conservative–held UKIP target seats. Fieldwork took place by telephone between 17th and 19th April 2015. Each constituency is represented in the sample equally, with data weighted to be demographically representative of all adults living in these constituencies. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

The ten constituencies are: South Thanet, Boston and Skegness, Thurrock, Forest of Dean, Great Yarmouth, North Thanet, East Worthing and Shoreham, Sittingbourne and Sheppey, South Basildon and East Thurrock, Castle Point.

To commission a voting intention poll or a public opinion survey please contact Andrew Hawkins: andrew.hawkins@comres.co.uk

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

ITV Battleground UKIP Targets

Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	1007	473	534	228	320	459	195	322	189	301
Weighted Total	1007	491	516	247	348	412	160	302	256	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	321	158	163	48	108	165	61	96	88	77
	32%	32%	32%	19%	31%	40%	38%	32%	34%	27%
Labour	195	93	101	31	62	101	23	55	47	69
	19%	19%	20%	13%	18%	25%	14%	18%	18%	24%
Liberal Democrat	98	45	53	22	42	34	26	36	12	24
	10%	9%	10%	9%	12%	8%	17%	12%	5%	8%
Some other party	80	49	31	12	38	30	7	28	27	19
	8%	10%	6%	5%	11%	7%	4%	9%	10%	7%
Did not vote	244	115	129	126	80	38	38	71	69	66
	24%	23%	25%	51%	23%	9%	24%	23%	27%	23%
Don't remember	37	17	20	3	11	23	3	9	4	22
	4%	3%	4%	1%	3%	6%	2%	3%	2%	7%
Refused	31	13	18	4	8	20	2	7	9	13
	3%	3%	3%	2%	2%	5%	1%	2%	4%	5%

ITV Battleground UKIP Targets

Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1007	321	218	42	189	36	344	206	95
Weighted Total	1007	309	217	42	190	40	321	195	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	321	223	6	2	59	3	321	-	-
	32%	72%	3%	5%	31%	9%	100%	-	-
Labour	195	11	137	3	22	4	-	195	-
	19%	3%	63%	8%	11%	9%	-	100%	-
Liberal Democrat	98	19	22	25	9	11	-	-	98
	10%	6%	10%	58%	5%	26%	-	-	100%
Some other party	80	11	9	-	47	10	-	-	-
	8%	4%	4%	-	25%	26%	-	-	-
Did not vote	244	36	35	10	42	11	-	-	-
	24%	12%	16%	23%	22%	29%	-	-	-
Don't remember	37	7	4	2	11	1	-	-	-
	4%	2%	2%	5%	6%	2%	-	-	-
Refused	31	2	5	-	1	-	-	-	-
	3%	1%	2%	-	1%	-	-	-	-

ITV Battleground UKIP Targets

Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote.

Base: All respondents

		GENDER		AGE			SOCIAL GRADE				
		Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total		1007	473	534	228	320	459	195	322	189	301
Weighted Total		1007	491	516	247	348	412	160	302	256	289
		100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1)	65 6%	29 6%	36 7%	27 11%	19 6%	19 5%	3 2%	19 6%	26 10%	17 6%
2	(2)	15 2%	9 2%	6 1%	3 1%	7 2%	5 1%	2 1%	4 1%	7 3%	3 1%
3	(3)	6 1%	3 1%	2 *	5 2%	1 *	- -	- -	- -	2 1%	4 1%
4	(4)	4 *	3 1%	1 *	2 1%	2 *	1 *	2 1%	2 1%	- -	1 *
5	(5)	62 6%	27 6%	35 7%	21 8%	24 7%	18 4%	6 4%	18 6%	14 6%	24 8%
6	(6)	13 1%	5 1%	8 2%	8 3%	5 1%	1 *	4 3%	6 2%	- -	3 1%
7	(7)	35 3%	14 3%	20 4%	19 8%	10 3%	6 1%	6 4%	9 3%	8 3%	13 4%
8	(8)	69 7%	31 6%	38 7%	33 13%	17 5%	18 4%	12 8%	22 7%	13 5%	21 7%
9	(9)	40 4%	24 5%	16 3%	13 5%	18 5%	10 2%	6 3%	10 3%	15 6%	10 3%
10 - Absolutely certain to vote	(10)	682 68%	340 69%	342 66%	115 47%	241 69%	326 79%	118 74%	209 69%	169 66%	187 65%
Refused		2 *	- -	2 *	1 *	- -	1 *	1 1%	1 *	- -	- -
Don't know		14 1%	5 1%	9 2%	2 1%	5 1%	8 2%	1 *	4 1%	2 1%	7 3%
Mean score		8.57	8.64	8.51	7.64	8.64	9.08	9.07	8.66	8.28	8.47
Standard deviation		2.66	2.63	2.70	3.03	2.61	2.31	1.99	2.59	3.06	2.66
Standard error		.08	.12	.12	.20	.15	.11	.14	.15	.22	.16

ITV Battleground UKIP Targets

Q2. At the General Election coming up in May when MPs are elected to Parliament in Westminster, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain NOT to vote and 10 means you are absolutely CERTAIN to vote.

Base: All respondents

		VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
		Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total		1007	321	218	42	189	36	344	206	95
Weighted Total		1007	309	217	42	190	40	321	195	98
		100%	100%	100%	100%	100%	100%	100%	100%	100%
1 - Certain not to vote	(1)	65 6%	-	-	-	-	-	2 1%	2 1%	2 2%
2	(2)	15 2%	-	-	-	-	-	2 1%	-	-
3	(3)	6 1%	-	-	-	-	-	-	*	-
4	(4)	4 *	-	-	-	-	-	1 *	1 *	1 1%
5	(5)	62 6%	12 4%	13 6%	1 2%	18 9%	2 5%	6 2%	6 3%	1 1%
6	(6)	13 1%	3 1%	3 1%	1 2%	2 1%	2 6%	3 1%	-	-
7	(7)	35 3%	7 2%	10 4%	2 4%	5 3%	3 7%	5 2%	4 2%	3 3%
8	(8)	69 7%	24 8%	17 8%	1 3%	15 8%	2 5%	19 6%	8 4%	6 6%
9	(9)	40 4%	13 4%	7 3%	2 5%	9 5%	6 14%	12 4%	6 3%	6 6%
10 - Absolutely certain to vote	(10)	682 68%	250 81%	168 77%	36 85%	142 75%	25 63%	268 83%	164 84%	80 81%
Refused		2 *	-	-	-	-	-	-	1 *	-
Don't know		14 1%	-	-	-	-	-	2 1%	3 2%	-
Mean score		8.57	9.51	9.34	9.60	9.21	9.07	9.52	9.52	9.46
Standard deviation		2.66	1.19	1.40	1.09	1.58	1.52	1.41	1.47	1.52
Standard error		.08	.07	.09	.17	.11	.25	.08	.10	.16

ITV Battleground UKIP Targets

Q3. Please now think specifically about your own constituency, the issues it faces, the local MP and the different candidates. At the General Election coming up in May, would you vote Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or for some other party?

Base: All likely to vote

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	909	430	479	191	291	427	185	292	162	270
Weighted Total	901	442	460	208	315	378	152	274	219	257
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	261	133	128	67	84	110	61	74	73	53
	29%	30%	28%	32%	27%	29%	40%	27%	33%	21%
Labour	180	90	90	49	56	75	31	51	45	53
	20%	20%	20%	23%	18%	20%	20%	19%	20%	21%
Liberal Democrat	24	8	16	7	10	7	2	15	3	4
	3%	2%	4%	3%	3%	2%	1%	5%	1%	2%
UKIP	163	90	73	17	65	81	14	50	40	60
	18%	20%	16%	8%	21%	21%	9%	18%	18%	23%
Green	34	23	10	19	9	6	5	16	10	3
	4%	5%	2%	9%	3%	2%	3%	6%	4%	1%
BNP	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-
Some other party	17	10	7	6	8	4	4	4	3	6
	2%	2%	2%	3%	2%	1%	2%	1%	1%	2%
Refused	27	12	15	3	10	14	4	8	7	8
	3%	3%	3%	2%	3%	4%	2%	3%	3%	3%
Don't know	196	76	120	41	73	82	32	55	39	70
	22%	17%	26%	20%	23%	22%	21%	20%	18%	27%

ITV Battleground UKIP Targets

Q3. Please now think specifically about your own constituency, the issues it faces, the local MP and the different candidates. At the General Election coming up in May, would you vote Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or for some other party?

Base: All likely to vote

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	909	321	218	42	189	36	336	198	93
Weighted Total	901	309	217	42	190	40	314	187	96
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	261	261	-	-	-	-	193	10	17
	29%	84%	-	-	-	-	61%	5%	18%
Labour	180	-	180	-	-	-	5	122	17
	20%	-	83%	-	-	-	2%	65%	17%
Liberal Democrat	24	-	-	24	-	-	2	3	14
	3%	-	-	58%	-	-	*	1%	15%
UKIP	163	-	-	-	163	-	55	16	6
	18%	-	-	-	86%	-	17%	8%	6%
Green	34	-	-	-	-	34	3	2	9
	4%	-	-	-	-	84%	1%	1%	9%
BNP	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-
Some other party	17	-	-	-	-	-	4	2	4
	2%	-	-	-	-	-	1%	1%	4%
Refused	27	3	1	-	-	-	4	2	1
	3%	1%	*	-	-	-	1%	1%	1%
Don't know	196	46	36	18	27	6	48	31	29
	22%	15%	17%	42%	14%	16%	15%	17%	30%

ITV Battleground UKIP Targets

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

Base: All unlikely to vote or unsure who they would vote for at the General election

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	323	129	194	78	108	137	54	98	61	110
Weighted Total	328	137	191	83	117	129	44	91	83	110
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	43	16	27	8	18	17	5	11	14	14
	13%	12%	14%	10%	16%	13%	12%	12%	17%	12%
Labour	39	14	24	14	13	12	6	11	7	14
	12%	11%	13%	17%	11%	9%	15%	12%	9%	13%
Liberal Democrat	9	4	5	4	1	4	1	2	1	5
	3%	3%	3%	5%	1%	3%	2%	2%	1%	4%
UKIP	37	17	20	12	10	15	1	8	7	20
	11%	12%	11%	15%	8%	12%	2%	9%	9%	19%
Green	10	8	2	3	4	3	4	1	5	1
	3%	6%	1%	4%	4%	2%	9%	1%	6%	1%
BNP	3	3	-	3	-	-	-	2	-	1
	1%	2%	-	3%	-	-	-	2%	-	1%
Some other party	9	4	4	1	7	-	-	5	-	4
	3%	3%	2%	2%	6%	-	-	6%	-	3%
Refused	35	19	16	4	12	19	3	10	12	11
	11%	14%	8%	5%	10%	15%	7%	11%	14%	10%
Don't know	143	51	91	33	51	59	24	42	36	41
	44%	37%	48%	40%	44%	46%	54%	46%	43%	37%

ITV Battleground UKIP Targets

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

Base: All unlikely to vote or unsure who they would vote for at the General election

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	323	51	36	19	24	7	64	46	31
Weighted Total	328	48	37	18	27	6	60	41	32
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	43	29	-	-	-	-	20	1	2
	13%	60%	-	-	-	-	33%	3%	5%
Labour	39	-	24	-	-	-	2	12	5
	12%	-	65%	-	-	-	3%	29%	16%
Liberal Democrat	9	-	-	7	-	-	1	2	5
	3%	-	-	37%	-	-	1%	4%	14%
UKIP	37	-	-	-	20	-	3	3	5
	11%	-	-	-	75%	-	4%	8%	15%
Green	10	-	-	-	-	6	-	2	2
	3%	-	-	-	-	100%	-	5%	5%
BNP	3	-	-	-	-	-	-	-	-
	1%	-	-	-	-	-	-	-	-
Some other party	9	-	-	-	-	-	-	2	1
	3%	-	-	-	-	-	-	4%	4%
Refused	35	2	1	-	-	-	4	4	1
	11%	4%	3%	-	-	-	7%	10%	2%
Don't know	143	18	12	11	7	-	31	16	13
	44%	36%	32%	63%	25%	-	51%	38%	40%

ITV Battleground UKIP Targets

Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or another party?

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	1007	473	534	228	320	459	195	322	189	301
Weighted Total	1007	491	516	247	348	412	160	302	256	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	268	134	134	56	89	123	61	82	69	56
	27%	27%	26%	23%	26%	30%	38%	27%	27%	19%
Labour	231	109	122	53	68	110	29	64	56	83
	23%	22%	24%	22%	20%	27%	18%	21%	22%	29%
Liberal Democrat	64	23	41	14	22	28	14	29	10	11
	6%	5%	8%	6%	6%	7%	9%	10%	4%	4%
UKIP	126	66	59	21	49	55	7	33	32	54
	12%	14%	11%	8%	14%	13%	5%	11%	12%	19%
Green	33	20	13	19	7	7	5	8	13	7
	3%	4%	2%	8%	2%	2%	3%	3%	5%	2%
BNP	6	6	-	3	3	-	-	2	-	4
	1%	1%	-	1%	1%	-	-	1%	-	2%
Some other party	18	9	9	2	12	4	6	7	2	4
	2%	2%	2%	1%	4%	1%	3%	2%	1%	1%
Refused	37	17	20	8	12	16	5	11	11	10
	4%	3%	4%	3%	4%	4%	3%	4%	4%	4%
Don't know	224	106	118	71	85	68	34	67	63	60
	22%	22%	23%	29%	24%	17%	21%	22%	25%	21%

ITV Battleground UKIP Targets

Q5. Generally speaking, do you think of yourself as Conservative, Labour, Liberal Democrat, UKIP, SNP, Plaid Cymru or another party?

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1007	321	218	42	189	36	344	206	95
Weighted Total	1007	309	217	42	190	40	321	195	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	268	223	1	3	24	-	203	5	6
	27%	72%	1%	7%	13%	-	63%	3%	6%
Labour	231	11	178	2	18	4	11	144	17
	23%	4%	82%	5%	10%	11%	3%	74%	17%
Liberal Democrat	64	15	8	33	2	3	9	7	34
	6%	5%	4%	78%	1%	8%	3%	3%	35%
UKIP	126	8	2	-	103	-	35	14	4
	12%	3%	1%	-	54%	-	11%	7%	4%
Green	33	2	4	1	-	23	4	3	11
	3%	1%	2%	3%	-	58%	1%	1%	11%
BNP	6	2	-	-	2	-	-	-	-
	1%	1%	-	-	1%	-	-	-	-
Some other party	18	1	2	-	1	1	1	-	4
	2%	*	1%	-	*	2%	*	-	4%
Refused	37	4	2	-	1	-	9	2	4
	4%	1%	1%	-	*	-	3%	1%	4%
Don't know	224	43	21	3	40	8	50	22	18
	22%	14%	10%	7%	21%	21%	16%	11%	19%

ITV Battleground UKIP Targets

Q3/Q4/Q5 Voting intention (Turnout weighted)

Base: All likely to vote and expressing a voting intention

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	830	398	432	174	263	393	168	271	150	241
Weighted Total	661	330	331	121	232	308	111	201	167	181
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	258	127	131	50	85	123	56	74	74	54
	39%	38%	40%	41%	37%	40%	50%	37%	44%	30%
Labour	183	85	98	37	61	85	30	51	44	58
	28%	26%	29%	31%	26%	28%	27%	26%	26%	32%
Liberal Democrat	34	11	23	7	14	13	3	17	5	8
	5%	3%	7%	6%	6%	4%	3%	9%	3%	4%
UKIP	141	77	63	10	54	76	11	42	34	54
	21%	23%	19%	8%	24%	25%	10%	21%	20%	30%
Green	28	19	9	12	8	8	7	10	7	3
	4%	6%	3%	10%	3%	3%	7%	5%	4%	2%
BNP	1	1	-	1	-	-	-	1	-	-
	*	*	-	*	-	-	-	*	-	-
Other	17	9	8	4	10	3	4	6	3	5
	3%	3%	2%	3%	4%	1%	4%	3%	2%	3%

ITV Battleground UKIP Targets

Q3/Q4/Q5 Voting intention (Turnout weighted)

Base: All likely to vote and expressing a voting intention

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	830	321	218	42	189	36	319	189	86
Weighted Total	661	258	183	34	141	28	271	170	80
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Conservative	258	258	-	-	-	-	203	9	17
	39%	100%	-	-	-	-	75%	5%	21%
Labour	183	-	183	-	-	-	5	134	20
	28%	-	100%	-	-	-	2%	79%	25%
Liberal Democrat	34	-	-	34	-	-	2	3	23
	5%	-	-	100%	-	-	1%	2%	28%
UKIP	141	-	-	-	141	-	54	18	7
	21%	-	-	-	100%	-	20%	11%	8%
Green	28	-	-	-	-	28	3	3	9
	4%	-	-	-	-	100%	1%	2%	11%
BNP	1	-	-	-	-	-	-	-	-
	*	-	-	-	-	-	-	-	-
Other	17	-	-	-	-	-	4	3	4
	3%	-	-	-	-	-	1%	2%	6%

ITV Battleground UKIP Targets

Q6. Which two of the following best represents why you would vote for UKIP?

Base: All likely to vote for UKIP

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	182	93	89	20	62	100	18	54	32	78
Weighted Total	183	97	87	22	70	91	14	53	42	74
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
UKIP's promise to bring down immigration	107	53	54	13	38	56	6	25	27	49
	58%	55%	62%	60%	53%	61%	41%	47%	65%	66%
UKIP tell it like it is	83	45	38	13	36	34	6	24	25	28
	45%	46%	44%	58%	51%	37%	44%	45%	58%	38%
I want Britain to leave the European Union	63	38	25	5	25	33	6	19	12	26
	34%	40%	29%	24%	36%	36%	44%	36%	28%	35%
I'm fed up with the main Westminster parties	51	24	27	5	19	27	5	21	13	13
	28%	25%	31%	25%	27%	30%	39%	39%	30%	17%
I like Nigel Farage	19	12	7	1	7	11	2	4	5	8
	10%	12%	8%	3%	10%	12%	12%	8%	12%	11%
I don't like David Cameron	18	10	8	1	9	8	-	4	1	13
	10%	10%	9%	5%	12%	9%	-	7%	3%	17%
Other	4	2	2	-	2	2	1	2	-	1
	2%	3%	2%	-	3%	2%	5%	5%	-	2%
Don't know	2	*	2	*	-	2	-	-	-	2
	1%	*	2%	1%	-	2%	-	-	-	3%

ITV Battleground UKIP Targets

Q6. Which two of the following best represents why you would vote for UKIP?

Base: All likely to vote for UKIP

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	182	-	-	-	182	-	62	21	7
Weighted Total	183	-	-	-	183	-	57	19	9
	100%	-	-	-	100%	-	100%	100%	100%
UKIP's promise to bring down immigration	107	-	-	-	107	-	33	11	3
	58%	-	-	-	58%	-	58%	58%	35%
UKIP tell it like it is	83	-	-	-	83	-	27	4	2
	45%	-	-	-	45%	-	48%	23%	27%
I want Britain to leave the European Union	63	-	-	-	63	-	28	7	1
	34%	-	-	-	34%	-	49%	38%	11%
I'm fed up with the main Westminster parties	51	-	-	-	51	-	10	4	6
	28%	-	-	-	28%	-	18%	23%	64%
I like Nigel Farage	19	-	-	-	19	-	3	7	-
	10%	-	-	-	10%	-	5%	34%	-
I don't like David Cameron	18	-	-	-	18	-	5	2	2
	10%	-	-	-	10%	-	9%	12%	18%
Other	4	-	-	-	4	-	1	2	-
	2%	-	-	-	2%	-	2%	12%	-
Don't know	2	-	-	-	2	-	-	-	2
	1%	-	-	-	1%	-	-	-	18%

ITV Battleground UKIP Targets

Q7_SUM Do you agree or disagree with the following statements? - SUMMARY TABLE

Base: All respondents

	UKIP are a racist party	UKIP are a serious party	UKIP speak common sense	UKIP offer something different from the other political parties	Nigel Farage would make a good Prime Minister
Unweighted Total	1007	1007	1007	1007	1007
Weighted Total	1007 100%	1007 100%	1007 100%	1007 100%	1007 100%
Agree	296 29%	610 61%	480 48%	735 73%	185 18%
Disagree	600 60%	327 32%	434 43%	205 20%	673 67%
Don't know	111 11%	70 7%	93 9%	67 7%	149 15%

ITV Battleground UKIP Targets

Q7_1. Do you agree or disagree with the following statements? - UKIP are a racist party

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	1007	473	534	228	320	459	195	322	189	301
Weighted Total	1007	491	516	247	348	412	160	302	256	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	296	124	171	98	90	108	66	100	58	72
	29%	25%	33%	40%	26%	26%	41%	33%	23%	25%
Disagree	600	318	282	123	225	252	83	175	164	178
	60%	65%	55%	50%	65%	61%	52%	58%	64%	62%
Don't know	111	49	62	25	34	52	11	27	34	39
	11%	10%	12%	10%	10%	13%	7%	9%	13%	13%

ITV Battleground UKIP Targets

Q7_1. Do you agree or disagree with the following statements? - UKIP are a racist party

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1007	321	218	42	189	36	344	206	95
Weighted Total	1007	309	217	42	190	40	321	195	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	296	80	115	21	3	25	61	93	49
	29%	26%	53%	50%	2%	61%	19%	48%	50%
Disagree	600	196	74	18	180	15	228	82	40
	60%	63%	34%	42%	94%	37%	71%	42%	41%
Don't know	111	33	28	3	7	1	32	20	10
	11%	11%	13%	7%	4%	2%	10%	10%	10%

ITV Battleground UKIP Targets

Q7_2. Do you agree or disagree with the following statements? - UKIP are a serious party

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	1007	473	534	228	320	459	195	322	189	301
Weighted Total	1007	491	516	247	348	412	160	302	256	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	610	313	297	147	223	241	82	173	183	173
	61%	64%	58%	60%	64%	58%	51%	57%	71%	60%
Disagree	327	156	171	85	105	137	67	117	53	91
	32%	32%	33%	35%	30%	33%	42%	39%	21%	31%
Don't know	70	22	48	14	21	35	11	13	20	26
	7%	4%	9%	6%	6%	8%	7%	4%	8%	9%

ITV Battleground UKIP Targets

Q7_2. Do you agree or disagree with the following statements? - UKIP are a serious party

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1007	321	218	42	189	36	344	206	95
Weighted Total	1007	309	217	42	190	40	321	195	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	610	189	95	19	174	22	221	91	53
	61%	61%	44%	45%	92%	56%	69%	47%	54%
Disagree	327	110	110	21	11	18	87	95	43
	32%	36%	51%	49%	6%	44%	27%	49%	44%
Don't know	70	10	12	2	5	-	13	8	2
	7%	3%	6%	6%	2%	-	4%	4%	2%

ITV Battleground UKIP Targets

Q7_3. Do you agree or disagree with the following statements? - UKIP speak common sense

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	1007	473	534	228	320	459	195	322	189	301
Weighted Total	1007	491	516	247	348	412	160	302	256	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	480	246	234	91	171	218	58	139	134	148
	48%	50%	45%	37%	49%	53%	36%	46%	52%	51%
Disagree	434	204	229	129	149	156	84	141	99	109
	43%	42%	44%	52%	43%	38%	53%	47%	39%	38%
Don't know	93	41	52	26	29	38	18	22	23	31
	9%	8%	10%	11%	8%	9%	11%	7%	9%	11%

ITV Battleground UKIP Targets

Q7_3. Do you agree or disagree with the following statements? - UKIP speak common sense

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1007	321	218	42	189	36	344	206	95
Weighted Total	1007	309	217	42	190	40	321	195	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	480	144	54	14	181	5	186	60	27
	48%	46%	25%	32%	95%	11%	58%	31%	28%
Disagree	434	140	141	28	4	35	109	119	66
	43%	45%	65%	66%	2%	86%	34%	61%	67%
Don't know	93	25	22	1	5	1	26	16	5
	9%	8%	10%	2%	3%	2%	8%	8%	5%

ITV Battleground UKIP Targets

Q7_4. Do you agree or disagree with the following statements? - UKIP offer something different from the other political parties

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	1007	473	534	228	320	459	195	322	189	301
Weighted Total	1007	491	516	247	348	412	160	302	256	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	735	386	349	188	260	288	122	225	193	195
	73%	79%	68%	76%	74%	70%	76%	75%	76%	67%
Disagree	205	82	123	48	70	87	33	66	44	62
	20%	17%	24%	19%	20%	21%	21%	22%	17%	21%
Don't know	67	24	43	11	18	37	5	10	19	32
	7%	5%	8%	5%	5%	9%	3%	3%	7%	11%

ITV Battleground UKIP Targets

Q7_4. Do you agree or disagree with the following statements? - UKIP offer something different from the other political parties

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1007	321	218	42	189	36	344	206	95
Weighted Total	1007	309	217	42	190	40	321	195	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	735	228	140	26	180	27	256	118	74
	73%	74%	64%	62%	95%	67%	80%	61%	75%
Disagree	205	65	66	15	6	13	51	65	21
	20%	21%	30%	35%	3%	33%	16%	33%	21%
Don't know	67	17	12	1	4	-	15	12	4
	7%	5%	5%	3%	2%	-	5%	6%	4%

ITV Battleground UKIP Targets

Q7_5. Do you agree or disagree with the following statements? - Nigel Farage would make a good Prime Minister

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	1007	473	534	228	320	459	195	322	189	301
Weighted Total	1007	491	516	247	348	412	160	302	256	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	185	113	72	42	80	63	16	54	57	57
	18%	23%	14%	17%	23%	15%	10%	18%	22%	20%
Disagree	673	317	356	172	225	276	130	214	156	174
	67%	65%	69%	70%	65%	67%	81%	71%	61%	60%
Don't know	149	61	88	33	43	73	14	35	43	58
	15%	12%	17%	13%	12%	18%	9%	11%	17%	20%

ITV Battleground UKIP Targets

Q7_5. Do you agree or disagree with the following statements? - Nigel Farage would make a good Prime Minister

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1007	321	218	42	189	36	344	206	95
Weighted Total	1007	309	217	42	190	40	321	195	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Agree	185	41	14	1	101	5	66	23	3
	18%	13%	7%	3%	53%	11%	20%	12%	3%
Disagree	673	252	183	37	52	35	223	155	85
	67%	81%	84%	87%	27%	89%	70%	79%	87%
Don't know	149	16	20	4	38	-	32	18	10
	15%	5%	9%	10%	20%	-	10%	9%	10%

ITV Battleground UKIP Targets

Q8. If you had to choose, would you prefer Ed Miliband or David Cameron to be Prime Minister after the General Election in May?

Base: All respondents

	GENDER		AGE			SOCIAL GRADE				
	Total	Male	Female	18-34	35-54	55+	AB	C1	C2	DE
Unweighted Total	1007	473	534	228	320	459	195	322	189	301
Weighted Total	1007	491	516	247	348	412	160	302	256	289
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	318	141	177	88	99	131	48	89	74	108
	32%	29%	34%	36%	28%	32%	30%	29%	29%	37%
David Cameron	546	279	267	132	192	221	95	173	148	130
	54%	57%	52%	54%	55%	54%	59%	57%	58%	45%
Don't know	143	71	72	27	57	60	17	41	34	51
	14%	15%	14%	11%	16%	14%	11%	13%	13%	18%

ITV Battleground UKIP Targets

Q8. If you had to choose, would you prefer Ed Miliband or David Cameron to be Prime Minister after the General Election in May?

Base: All respondents

	VOTING INTENTION					PAST VOTE – GENERAL ELECTION 2010			
	Total	Cons	Lab	Lib Dems	UKIP	Green	Cons	Lab	Lib Dems
Unweighted Total	1007	321	218	42	189	36	344	206	95
Weighted Total	1007	309	217	42	190	40	321	195	98
	100%	100%	100%	100%	100%	100%	100%	100%	100%
Ed Miliband	318	5	181	13	39	23	17	142	45
	32%	2%	83%	31%	20%	57%	5%	73%	46%
David Cameron	546	297	24	26	109	10	284	38	46
	54%	96%	11%	61%	57%	24%	89%	20%	47%
Don't know	143	7	13	4	43	7	20	15	7
	14%	2%	6%	8%	22%	18%	6%	8%	7%

ITV Battleground UKIP Targets

Q1. Thinking back to the General Election in 2010 when MPs were last voted to Parliament in Westminster, which party if any did you vote for? Was it Labour, Liberal Democrat, Conservative, some other party, or did you not vote?

Base: All respondents

	Unweighted	Weighted
Unweighted Total	1007	1007
Weighted Total	1007 100%	1007 100%
Conservative	344 34%	321 32%
Labour	206 20%	195 19%
Liberal Democrat	95 9%	98 10%
Some other party	74 7%	80 8%
Did not vote	221 22%	244 24%
Don't remember	36 4%	37 4%
Refused	31 3%	31 3%