

# ComRes Published Voting Intention Figures

	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent	Independent on Sunday/ Sunday Mirror	The Independent
	14 <sup>th</sup> December	28 <sup>th</sup> October	16 <sup>th</sup> November	28 <sup>th</sup> October	19 <sup>th</sup> October	30 <sup>th</sup> September
Conservative	33%	28%	30%	30%	31%	29%
Labour	34%	31%	34%	30%	34%	35%
Liberal Democrat	8%	9%	8%	9%	7%	10%
UKIP	18%	18%	19%	19%	19%	15%
Other	7%	14%	10%	11%	9%	11%

## METHODOLOGY NOTE

ComRes interviewed 2,014 GB adults online between 10th and 12th December 2014. Data were weighted to be demographically representative of all GB adults. Data were also weighted by past vote recall. ComRes is a member of the British Polling Council and abides by its rules.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:

[katharine.peacock@comres.co.uk](mailto:katharine.peacock@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)

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 1

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Gender		Age						Social Class				Region							
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175	
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176	
Conservative	583	306	277	19	67	109	106	103	179	192	187	101	103	558	170	189	124	75	25	
		29%	31%	27%	8%	21% <sup>c</sup>	28% <sup>cd</sup>	31% <sup>cd</sup>	34% <sup>cd</sup>	42% <sup>cde</sup>	35% <sup>kl</sup>	32% <sup>kl</sup>	24%	22%	30%	33% <sup>oq</sup>	36% <sup>opq</sup>	24% <sup>q</sup>	26% <sup>q</sup>	14%
Labour	468	249	219	56	100	98	81	60	72	120	136	115	97	419	119	89	154	56	49	
		23%	25%	21%	23%	31% <sup>gh</sup>	26% <sup>h</sup>	24% <sup>h</sup>	20%	17%	22%	23%	27%	21%	23% <sup>n</sup>	17%	31% <sup>mnp</sup>	19%	28% <sup>n</sup>	
Liberal Democrat	367	184	183	33	53	69	65	53	95	107	108	73	79	351	96	91	93	71	16	
		18%	19%	18%	14%	16%	18%	19%	17%	23% <sup>c</sup>	20%	19%	17%	17%	19%	19% <sup>q</sup>	17% <sup>q</sup>	18% <sup>q</sup>	24% <sup>nq</sup>	9%
Other	159	95	64	5	14	24	26	45	44	33	42	45	39	113	32	42	27	12	45	
		8%	10% <sup>b</sup>	6%	2%	4%	6%	8% <sup>c</sup>	15% <sup>cde</sup>	10% <sup>cd</sup>	6%	7%	11% <sup>i</sup>	8%	6%	6%	8%	5%	4%	26% <sup>mnp</sup>
Did not vote	337	127	210	102	64	60	54	34	23	69	81	65	122	309	77	87	82	62	28	
		17%	13%	20% <sup>a</sup>	42% <sup>def</sup>	20% <sup>gh</sup>	16% <sup>h</sup>	16% <sup>h</sup>	11% <sup>h</sup>	6%	13%	14%	15%	26% <sup>ijk</sup>	17%	15%	16%	16%	21%	16%
Don't remember	56	15	41	14	17	11	5	4	5	12	14	10	19	50	8	22	12	8	6	
		3%	2%	4% <sup>a</sup>	6% <sup>fgh</sup>	5% <sup>fgh</sup>	3%	2%	1%	1%	2%	2%	2%	4%	3%	2%	4% <sup>m</sup>	2%	3%	3%
Refused	44	11	33	12	7	11	4	5	4	10	15	14	5	37	7	10	13	6	7	
		2%	1%	3% <sup>a</sup>	5% <sup>fh</sup>	2%	3%	1%	2%	1%	2%	3%	3%	1%	2%	1%	2%	3%	2%	4%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 1

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Conservative	583 29%	388 76%bcdef	27 5%	6 4%	131 37%bcef	2 3%	* 1%	-	-	1 4%	38 12%	583 100%kl	-	-
Labour	468 23%	33 6%	350 67%acdef	6 5%	42 12%ac	7 10%	8 13%	-	-	4 27%	22 7%	-	468 100%jl	-
Liberal Democrat	367 18%	41 8%	85 16%a	107 83%abdef	62 17%a	31 42%abdf	4 6%	-	-	3 20%	47 15%	-	-	367 100%jk
Other	159 8%	5 1%	7 1%	2 1%	70 20%abc	18 24%abc	34 61%abcde	3 59%	4 61%	4 28%	10 3%	-	-	-
Did not vote	337 17%	33 6%	45 9%	9 7%	42 12%a	14 19%abc	9 16%a	2 41%	3 39%	3 21%	123 39%	-	-	-
Don't remember	56 3%	9 2%	6 1%	-	6 2%	-	1 1%	-	-	-	34 11%	-	-	-
Refused	44 2%	-	1 *	-	2 1%	1 2%ab	1 2%ab	-	-	-	38 12%	-	-	-

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 1

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Conservative	583 29%	412 83%bcdgijk	29 5%	10 6%	* 1%	- -	55 27%bcdgij	* 1%	- -	2 6%	6 11%	67 19%bcdg
Labour	468 23%	14 3%	383 66%acdfgijk	3 2%	6 11%acj	- -	26 12%acj	3 6%	- -	6 16%acj	- -	27 8%ac
Liberal Democrat	367 18%	18 4%	83 14%ad	132 82%abdfgijk	2 3%	- -	36 17%ad	15 30%abd	- -	9 24%ad	9 15%a	64 18%ad
Other	159 8%	10 2%	16 3%	3 2%	31 56%abcfijk	4 75%	50 24%abcjk	14 27%abcjk	5 67%	6 15%abcjk	- -	20 6%a
Did not vote	337 17%	34 7%	65 11%a	13 8%	14 24%abc	- -	33 16%a	18 36%abcf	3 33%	14 38%abcf	10 18%a	134 38%abcfj
Don't remember	56 3%	6 1%	7 1%	- -	1 2%	1 25%	8 4%bc	- -	- -	- -	3 5%c	30 9%abc
Refused	44 2%	- -	- -	1 *	1 2%ab	- -	2 1%	- -	- -	- -	30 52%abdfgijk	11 3%ab

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 1

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Conservative	583 29%	25 14%	9 10%	67 28%AB	47 27%AB	50 27%AB	20 19%	72 38%ABD FH	69 27%AB	101 39%ABC DEFH	55 30%AB	67 43%ABCDEFHJ
Labour	468 23%	49 28%GIJ	38 42%ADE GIJK	73 31%EGI JK	43 24%GIJ	39 21%GI	32 30%GIJ	21 11%	87 34%EGI JK	32 13%	24 13%	30 19%
Liberal Democrat	367 18%	16 9%	15 16%	38 16%	40 23%A	38 21%A	15 14%	29 15%	41 16%	55 21%A	56 31%ABC FGHK	24 16%
Other	159 8%	45 26%BCD EFGHIJ K	9 10%D	13 6%	5 3%	13 7%	6 6%	18 10%DJ	17 7%	16 6%	6 3%	11 7%
Did not vote	337 17%	28 16%	17 19%	32 14%	33 19%	42 22%HK	28 26%CHK	28 15%	30 12%	47 18%	34 19%	18 11%
Don't remember	56 3%	6 3%	2 2%	3 1%	7 4%	4 2%	5 5%I	12 6%CI	5 2%	3 1%	3 2%	6 4%
Refused	44 2%	7 4%EK	1 1%	10 4%EK	2 1%	1 *	- -	9 5%EK	4 2%	4 1%	6 3%	1 *

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 2

**Q.2 If there were a General Election / UK General Election (for Scotland) tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Gender			Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)	
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175	
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176	
Absolutely certain to vote	(10)	1103	609	494	49	136	193	211	212	302	301	305	243	254	977	267	282	280	148	126
		55%	62% <sup>b</sup>	48%	20%	42% <sup>c</sup>	50% <sup>c</sup>	62% <sup>cde</sup>	70% <sup>cde</sup>	71% <sup>cde</sup>	55%	52%	57%	55%	53%	52%	53%	55%	51%	72% <sup>mnop</sup>
	(9)	253	128	124	13	40	59	49	31	61	86	74	49	44	234	67	61	68	38	19
		13%	13%	12%	5%	12% <sup>c</sup>	15% <sup>c</sup>	14% <sup>c</sup>	10%	14% <sup>c</sup>	16% <sup>l</sup>	13%	12%	10%	13%	13%	11%	13%	13%	11%
	(8)	181	77	104	33	41	39	32	20	18	49	59	43	30	172	58	46	40	28	10
		9%	8%	10%	13% <sup>gh</sup>	13% <sup>gh</sup>	10% <sup>h</sup>	9% <sup>h</sup>	7%	4%	9%	10%	10%	6%	9%	11% <sup>q</sup>	9%	8%	9%	6%
	(7)	119	56	63	26	35	24	16	9	9	34	44	23	18	114	33	37	29	16	5
		6%	6%	6%	11% <sup>efgh</sup>	11% <sup>efgh</sup>	6% <sup>h</sup>	5%	3%	2%	6%	8% <sup>l</sup>	5%	4%	6%	6%	7%	6%	6%	3%
	(6)	64	21	43	31	15	8	6	3	2	19	21	10	14	60	12	18	16	14	4
		3%	2%	4% <sup>a</sup>	13% <sup>defg</sup>	5% <sup>gh</sup>	2% <sup>h</sup>	2%	1%	*	3%	4%	2%	3%	3%	2%	3%	3%	5%	2%
	(5)	65	20	45	29	10	12	5	8	3	13	15	17	21	65	20	17	19	8	*
		3%	2%	4% <sup>a</sup>	12% <sup>defg</sup>	3% <sup>h</sup>	3% <sup>h</sup>	1%	3%	1%	2%	2%	4%	4%	4%	4% <sup>q</sup>	3%	4% <sup>q</sup>	3%	*
	(4)	19	6	12	10	6	1	*	1	-	1	10	1	7	18	2	4	4	8	*
		1%	1%	1%	4% <sup>efgh</sup>	2% <sup>h</sup>	*	*	*	-	*	2% <sup>i</sup>	*	1% <sup>i</sup>	1%	*	1%	1%	3% <sup>amno</sup>	*
	(3)	18	4	13	6	2	5	5	-	1	3	10	1	4	16	4	8	3	1	1
		1%	*	1%	2% <sup>gh</sup>	1%	1%	1%	-	*	*	2%	*	1%	1%	1%	2%	1%	*	1%
	(2)	25	4	21	6	4	8	2	1	2	2	9	6	8	23	6	9	4	3	2
		1%	*	2% <sup>a</sup>	3%	1%	2%	1%	*	1%	*	2%	1%	2% <sup>i</sup>	1%	1%	2%	1%	1%	1%
Certain not to vote	(1)	89	38	52	16	23	16	7	14	13	24	18	14	33	83	23	21	24	14	7
		4%	4%	5%	6% <sup>f</sup>	7% <sup>fh</sup>	4%	2%	5%	3%	4%	3%	3%	7% <sup>ijk</sup>	4%	4%	4%	5%	5%	4%
Refused		12	3	9	6	-	2	*	-	4	1	3	1	6	12	3	8	1	-	-
		1%	*	1%	2% <sup>dg</sup>	-	1%	*	-	1%	*	1%	*	1%	1%	1%	2% <sup>o</sup>	*	-	-
Don't know		67	20	47	19	11	15	9	4	9	10	16	16	25	65	18	19	17	12	1
		3%	2%	5% <sup>a</sup>	8% <sup>efgh</sup>	3%	4%	2%	1%	2%	2%	3%	4%	5% <sup>i</sup>	4%	3%	4%	3%	4%	1%
Mean		8.56	8.89 <sup>b</sup>	8.23	6.71	8.00 <sup>c</sup>	8.49 <sup>cd</sup>	9.02 <sup>cd</sup>	9.02 <sup>cd</sup>	9.31 <sup>cd</sup>	8.72 <sup>l</sup>	8.50	8.74 <sup>l</sup>	8.27	8.51	8.54	8.47	8.58	8.38	9.08 <sup>mnop</sup>
Standard deviation		2.39	2.12	2.59	2.68	2.66	2.42	1.90	2.17	1.81	2.20	2.32	2.19	2.81	2.41	2.35	2.44	2.39	2.49	2.13
Standard error		0.05	0.07	0.08	0.24	0.15	0.12	0.10	0.12	0.09	0.08	0.10	0.13	0.13	0.06	0.10	0.11	0.11	0.15	0.16

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 2

**Q.2 If there were a General Election / UK General Election (for Scotland) tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democrat (l)	
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377	
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367	
Absolutely certain to vote	(10)	1103 55%	302 59%	361 69%ace	75 58%	231 65%ae	35 47%	48 84%abcde	3 59%	7 47%	72 23%	379 65%l	307 66%l	209 57%	
	(9)	253 13%	82 16%	62 12%	19 15%	51 14%	13 18%	5 9%	- -	2 12%	26 8%	89 15%	54 12%	64 17%k	
	(8)	181 9%	59 12%f	41 8%	13 10%	35 10%	13 17%bf	1 2%	- 39%	3 3%	20 7%	57 10%	39 8%	43 12%	
	(7)	119 6%	32 6%	28 5%	14 10%	19 5%	10 13%bdf	1 2%	2 41%	3 23%	15 5%	21 4%	31 7%	22 6%	
	(6)	64 3%	22 4%	12 2%	6 5%	10 3%	* 1%	1 3%	- -	- -	16 5%	16 3%	14 3%	7 2%	
	(5)	65 3%	13 2%	16 3%	3 2%	9 2%	3 5%	- -	- -	2 14%	23 7%	7 1%	12 3%	8 2%	
	(4)	19 1%	- -	- -	- -	- -	- -	- -	- -	- -	6 2%	1 *	3 1%	1 *	
	(3)	18 1%	- -	- -	- -	- -	- -	- -	- -	- -	5 2%	1 *	2 *	1 *	
	(2)	25 1%	- -	- -	- -	- -	- -	- -	- -	- -	9 3%	3 1%	1 *	1 *	
Certain not to vote	(1)	89 4%	- -	- -	- -	- -	- -	- -	- -	- -	52 17%	5 1%	2 *	2 1%	
Refused		12 1%	- -	- -	- -	- -	- -	- -	- -	- -	12 4%	2 *	- -	- -	
Don't know		67 3%	- -	- -	- -	- -	- -	- -	- -	- -	58 18%	3 1%	4 1%	9 2%j	
Mean		8.56	9.12	9.32ae	9.05	9.26e	8.84	9.71abcde	8.77	9.21	8.41	6.31	9.23	9.15	9.09
Standard deviation		2.39	1.32	1.26	1.36	1.24	1.39	0.82	1.66	1.06	1.90	3.51	1.49	1.52	1.48
Standard error		0.05	0.06	0.06	0.12	0.07	0.15	0.11	0.83	0.47	0.51	0.22	0.06	0.07	0.08

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 2

**Q.2 If there were a General Election / UK General Election (for Scotland) tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?												
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)	
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354	
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354	
Absolutely certain to vote	(10)	1103	304	381	92	44	130	21	5	13	13	96	
		55%	61%gijk	65%gijk	57%ijk	79%acfgijk	75%	62%gijk	43%k	67%	36%	22%	27%
	(9)	253	78	58	27	6	30	6	-	6	5	36	
		13%	16%bk	10%	17%b	11%	14%	12%	-	16%	9%	10%	
	(8)	181	52	54	10	1	16	8	3	*	6	31	
		9%	11%	9%	6%	2%	8%	16%di	33%	1%	10%	9%	
	(7)	119	23	34	12	1	9	4	-	-	3	32	
		6%	5%	6%	8%	2%	4%	7%	-	-	5%	9%a	
	(6)	64	14	16	7	2	4	1	-	1	3	15	
		3%	3%	3%	4%	3%	2%	2%	-	3%	6%	4%	
	(5)	65	12	15	4	*	6	1	-	2	3	21	
		3%	2%	3%	3%	1%	3%	2%	-	5%	6%	6%ab	
	(4)	19	3	3	1	-	-	-	-	*	1	10	
		1%	1%	1%	1%	-	-	-	-	1%	2%	3%abf	
	(3)	18	1	5	4	-	-	2	-	2	1	4	
		1%	*	1%	3%af	-	-	4%af	-	5%abf	2%	1%	
	(2)	25	1	1	1	1	4	3	-	*	1	13	
		1%	*	*	1%	2%ab	2%ab	5%abc	-	1%	2%	4%ab	
Certain not to vote	(1)	89	7	12	1	-	3	2	-	11	9	44	
		4%	1%	2%	1%	-	2%	4%	-	30%abcdfgk	15%abcdf	12%abcdf	
Refused		12	-	-	-	-	-	-	-	-	9	3	
		1%	-	-	-	-	-	-	-	-	16%abcdfgjk	1%	
Don't know		67	-	4	1	-	6	2	-	1	4	49	
		3%	-	1%	*	-	3%ab	4%ab	-	2%a	6%abc	14%abcdf	
Mean		8.56	9.07gik	9.01gik	8.83gik	9.46cgik	8.77	9.02gik	8.01ik	9.35	6.22	6.55	6.87
Standard deviation		2.39	1.66	1.86	1.91	1.46	2.42	1.90	2.74	1.00	4.01	3.42	3.25
Standard error		0.05	0.07	0.08	0.15	0.19	1.08	0.14	0.37	0.41	0.65	0.55	0.18

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

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



## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 2

**Q.2 If there were a General Election / UK General Election (for Scotland) tomorrow, how likely would you be to vote on a scale from 1 to 10, where 1 means you are certain not to vote and 10 means you are absolutely certain to vote?**

**Base: All respondents**

	Total	Region											
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152	
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156	
Absolutely certain to vote	(10)	1103 55%	126 72%BCD EFGHIJ K	53 58%	134 57%	93 52%	95 51%	49 46%	103 55%	126 50%	140 54%	99 54%	84 54%
	(9)	253 13%	19 11%	10 10%	29 12%	29 16%	17 9%	10 9%	19 10%	35 14%	32 12%	28 15%	25 16%
	(8)	181 9%	10 6%	6 6%	20 8%	14 8%	16 9%	15 14%A	19 10%	33 13%A	25 10%	13 7%	11 7%
	(7)	119 6%	5 3%	5 6%	10 4%	13 7%	19 10%A	7 7%	13 7%	17 7%	16 6%	9 5%	5 4%
	(6)	64 3%	4 2%	1 1%	10 4%	5 3%	3 1%	2 2%	9 5%	8 3%	4 2%	12 6%EI	6 4%
	(5)	65 3%	* *	2 2%	10 4%A	8 4%A	11 6%A	3 3%	3 2%	9 4%A	11 4%A	5 3%	2 1%
	(4)	19 1%	* *	* 1%	1 *	3 1%	1 1%	6 6%ACEG HIJ	* *	- -	2 1%	2 1%	3 2%
	(3)	18 1%	1 1%	- -	2 1%	1 *	3 2%	1 1%	3 2%	3 1%	* *	- -	2 1%
	(2)	25 1%	2 1%	1 1%	2 1%	2 1%	5 3%	1 1%	2 1%	2 1%	4 2%	2 1%	2 1%
Certain not to vote	(1)	89 4%	7 4%	7 7%	11 5%	7 4%	8 4%	7 7%	8 4%	10 4%	12 5%	7 4%	6 4%
Refused		12 1%	- -	- -	1 *	- -	3 2%	- -	5 3%H	- -	3 1%	- -	- -
Don't know		67 3%	1 1%	8 9%ACDG	6 3%	3 2%	6 3%	4 3%	4 2%	8 3%	9 4%	8 4%	9 6%A
Mean		8.56	9.08DE FHI	8.62	8.59	8.54	8.24	8.00	8.57	8.51	8.56	8.60	8.64
Standard deviation		2.39	2.13	2.60	2.37	2.31	2.58	2.76	2.35	2.29	2.42	2.29	2.35
Standard error		0.05	0.16	0.28	0.16	0.17	0.21	0.28	0.18	0.15	0.14	0.17	0.19

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**  
**Base: All respondents saying 5-10 likely to vote**

	Gender		Age							Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	1793	846	947	98	286	369	340	301	399	693	457	255	388	1629	470	442	460	257	164
Weighted base	1785	912	873	179*	276	335	318	282	394	502	517	385	381	1620	456	461	452	252	164
Conservative	468 26%	260 29%	208 24%	42 23%	61 22%	91 27%	80 25%	72 25%	122 31% <sup>d</sup>	173 34% <sup>ijkl</sup>	144 28% <sup>kl</sup>	72 19%	79 21%	445 27%	136 30% <sup>ooq</sup>	148 32% <sup>ooq</sup>	99 22%	62 25% <sup>q</sup>	23 14%
Labour	479 27%	257 28%	222 25%	58 32% <sup>h</sup>	107 39% <sup>efgh</sup>	99 29% <sup>h</sup>	83 26% <sup>h</sup>	65 23%	68 17%	127 25%	133 26%	113 29%	107 28%	448 28%	112 25%	100 22%	167 37% <sup>mnpq</sup>	68 27%	31 19%
Lib Dem	111 6%	61 7%	51 6%	19 11% <sup>f</sup>	24 9% <sup>f</sup>	21 6%	13 4%	16 6%	18 5%	40 8% <sup>l</sup>	33 6% <sup>l</sup>	29 7% <sup>l</sup>	9 2%	104 6%	44 10% <sup>no</sup>	20 4%	18 4%	21 9% <sup>o</sup>	7 4%
UKIP	343 19%	190 21%	154 18%	14 8%	22 8%	47 14% <sup>d</sup>	77 24% <sup>cde</sup>	72 25% <sup>cde</sup>	111 28% <sup>cde</sup>	62 12%	89 17% <sup>i</sup>	103 27% <sup>ij</sup>	89 23% <sup>ij</sup>	332 21%	85 19% <sup>q</sup>	102 22% <sup>q</sup>	95 21% <sup>q</sup>	50 20% <sup>q</sup>	11 7%
Green	68 4%	36 4%	31 4%	11 6%	12 4%	15 4%	11 3%	9 3%	10 3%	21 4% <sup>k</sup>	24 5% <sup>k</sup>	2 *	21 6% <sup>k</sup>	60 4%	21 5%	17 4%	14 3%	8 3%	8 5%
SNP	57 3%	31 3%	25 3%	2 1%	8 3%	9 3%	10 3%	13 5%	15 4%	17 3%	12 2%	11 3%	17 5%	-	-	-	-	-	57 35% <sup>mnpq</sup>
Plaid Cymru	5 *	* *	4 1%	2 1%	-	-	2 1%	-	1 *	1 *	2 *	2 1%	-	5 *	-	-	-	5 2% <sup>mno</sup>	-
BNP	7 *	3 *	4 *	-	-	1 *	4 1% <sup>h</sup>	1 *	-	-	-	4 1%	3 1%	5 *	1 *	4 1%	-	-	1 1%
Other	13 1%	5 1%	8 1%	4 2%	3 1%	1 *	* *	2 1%	3 1%	6 1%	5 1%	1 *	2 1%	13 1%	2 *	7 2% <sup>o</sup>	-	4 2% <sup>o</sup>	-
Refused	22 1%	4 *	18 2% <sup>a</sup>	6 3% <sup>e</sup>	4 1%	1 *	4 1%	6 2% <sup>e</sup>	2 1%	4 1%	9 2%	6 2%	3 1%	17 1%	6 1%	4 1%	6 1%	1 *	6 4% <sup>np</sup>
Don't know	212 12%	65 7%	147 17% <sup>a</sup>	21 12%	37 13%	51 15% <sup>g</sup>	33 10%	26 9%	44 11%	52 10%	66 13%	44 11%	50 13%	192 12%	49 11%	59 13%	52 11%	32 13%	20 12%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1793	523	524	125	343	82	60	4	5	14	177	601	448	363
Weighted base	1785	509	520	129*	355	75*	57*	5**	7**	14**	172	568	457	353
Conservative	468 26%	468 92%bcdef	-	-	-	-	-	-	-	-	-	360 63%kl	31 7%	38 11%
Labour	479 27%	-	479 92%acdef	-	-	-	-	-	-	-	-	26 5%	328 72%jl	72 20%j
Lib Dem	111 6%	-	-	111 86%abdef	-	-	-	-	-	-	-	6 1%	6 1%	93 26%jk
UKIP	343 19%	-	-	-	343 97%abcef	-	-	-	-	-	-	126 22%k	41 9%	59 17%k
Green	68 4%	-	-	-	-	68 91%abcdf	-	-	-	-	-	2 *	6 1%	28 8%jk
SNP	57 3%	-	-	-	-	-	57 100%abcde	-	-	-	-	*	8 2%j	4 1%
Plaid Cymru	5 *	-	-	-	-	-	-	5 100%	-	-	-	-	-	-
BNP	7 *	-	-	-	-	-	-	-	7 100%	-	-	-	-	-
Other	13 1%	-	-	-	-	-	-	-	-	13 96%	-	-	4 1%	3 1%
Refused	22 1%	-	*	1 1%	-	-	-	-	-	-	22 13%	-	*	1 *
Don't know	212 12%	41 8%df	41 8%df	17 13%df	12 3%	7 9%df	-	-	-	1 4%	149 87%	47 8%	34 8%	56 16%jk

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**  
**Base: All respondents saying 5-10 likely to vote**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	1793	508	542	155	57	5	174	47	6	26	29	244
Weighted base	1785	482	559	153	54*	5**	196	41*	8**	22**	33**	231
Conservative	468 26%	370 77%bcdfgk	28 5%	10 7%	- -	- -	16 8%	- -	- -	2 9%	1 4%	41 18%bcdfg
Labour	479 27%	3 1%	434 78%acdfgk	13 9%af	1 2%	- -	1 *	2 6%af	- -	2 10%	1 4%	21 9%af
Lib Dem	111 6%	8 2%	4 1%	87 57%abdfgk	- -	- -	- -	- -	- -	- -	3 9%	9 4%bf
UKIP	343 19%	65 14%bcd	41 7%	9 6%	* 1%	1 17%	175 90%abcdgk	1 3%	1 17%	5 21%	4 12%	41 18%bcdg
Green	68 4%	1 *	8 1%	7 4%abf	- -	- -	- -	36 87%abcdfk	- -	2 10%	1 4%	12 5%abf
SNP	57 3%	- -	2 *	1 1%	49 89%abcfkg	- -	- -	- -	- -	1 6%	1 2%	3 1%a
Plaid Cymru	5 *	- -	- -	- -	- -	3 59%	- -	- -	- -	- -	- -	2 1%
BNP	7 *	- -	- -	- -	- -	- -	- -	7 83%	- -	- -	- -	- -
Other	13 1%	- -	2 *	- -	- -	- -	- -	- -	9 39%	- -	- -	2 1%a
Refused	22 1%	- -	* *	1 1%	- -	- -	- -	- -	- -	- -	19 58%	1 1%
Don't know	212 12%	35 7%f	40 7%f	24 16%abf	4 8%	1 25%	4 2%	2 4%	- -	1 5%	3 8%	99 43%abcdf g

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 3

**Q.3 If there were a General Election / UK General Election (for Scotland) tomorrow, would you vote Conservative, Labour, Liberal Democrat, UKIP or for some other party?**

**Base: All respondents saying 5-10 likely to vote**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1793	164	79	214	167	147	83	162	211	259	174	133
Weighted base	1785	164	76*	214	162	161	87*	166	229	227	165	134
Conservative	468 26%	23 14%	12 16%	48 23%	38 23%	38 23%	13 15%	60 36% DEF	63 27% A	74 33% ABC F	49 30% ABF	50 37% ABCDEF
Labour	479 27%	31 19%	30 39% AGI JK	83 39% AGI JK	54 34% AGI J	45 28% GI	38 44% AEG JK	26 15%	80 35% AGI JK	32 14%	30 18%	30 22%
Lib Dem	111 6%	7 4%	3 3%	5 2%	10 6%	11 7%	3 4%	5 3%	19 8% C	26 11% ACG K	18 11% CGK	4 3%
UKIP	343 19%	11 7%	17 22% A	45 21% A	33 20% A	32 20% A	17 19% A	41 25% AH	33 14% A	52 23% AH	34 20% A	29 22% A
Green	68 4%	8 5%	2 3%	7 3%	5 3%	5 3%	3 4%	6 4%	12 5%	9 4%	5 3%	5 3%
SNP	57 3%	57 35% BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	5 *	-	-	-	-	-	5 5% ACDE GHIJK	-	-	-	-	-
BNP	7 *	1 1%	-	-	-	4 2% I	-	-	1 *	-	-	1 *
Other	13 1%	-	-	-	-	3 2%	-	1 1%	2 1%	-	4 3% CI	2 2%
Refused	22 1%	6 4% D	* *	6 3%	-	1 1%	-	2 1%	3 1%	3 1%	1 1%	-
Don't know	212 12%	20 12%	12 16%	19 9%	21 13%	21 13%	8 9%	24 14%	16 7%	33 14% H	24 15% H	14 10%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 4

**Q.4 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 respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	470	142	328	55	89	110	74	65	77	145	131	58	136	434	121	114	121	78	36
Weighted base	464	144	320	90*	86*	99*	61*	53*	75*	97	142	88*	137	426	109*	133*	111*	72*	38**
Conservative	33 7%	15 11%	18 6%	1 1%	5 5%	10 11% <sub>c</sub>	6 10% <sub>c</sub>	6 11% <sub>c</sub>	5 7%	10 10% <sub>l</sub>	11 8%	8 9%	5 3%	31 7%	8 7%	10 8%	10 9%	2 3%	2 5%
Labour	48 10%	15 10%	32 10%	15 17% <sub>h</sub>	10 11%	7 7%	8 13%	4 9%	3 4%	9 10%	17 12%	5 6%	16 12%	45 10%	11 10%	14 10%	13 11%	7 10%	3 8%
Lib Dem	12 3%	4 2%	9 3%	3 3%	3 4%	2 2%	1 2%	1 2%	2 3%	3 4%	5 4%	- -	4 3%	12 3%	3 3%	3 2%	2 2%	4 5%	- -
UKIP	29 6%	4 3%	25 8%	3 4%	4 5%	5 5%	5 7%	6 12%	5 7%	4 4%	6 4%	5 6%	13 10%	28 7%	11 10%	6 5%	9 9%	2 2%	1 3%
Green	17 4%	3 2%	13 4%	4 5%	2 2%	2 2%	4 7%	2 4%	2 3%	3 3%	9 6%	1 1%	4 3%	16 4%	6 5%	5 3%	4 3%	2 2%	1 3%
SNP	2 1%	2 2% <sub>b</sub>	- -	1 2%	- -	1 1%	- -	- -	- -	- -	1 1%	- -	1 1%	- -	- -	- -	- -	- -	2 6%
Plaid Cymru	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
BNP	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 1%	1 *	- -	1 1%	- -	- -	- -
Other	9 2%	7 5% <sub>b</sub>	1 *	- -	2 2%	1 1%	1 2%	1 2%	3 5%	5 5%	2 1%	- -	2 1%	9 2%	3 2%	4 3%	2 2%	- -	- -
Refused	39 8%	7 5%	32 10%	10 12%	7 8%	5 5%	4 7%	6 12%	6 8%	9 9%	14 10%	8 9%	8 6%	33 8%	8 7%	12 9%	8 7%	5 7%	6 17%
Don't know	274 59%	86 59%	188 59%	51 57%	54 62%	65 65%	32 52%	26 49%	46 62%	54 56%	77 54%	61 69%	82 60%	252 59%	60 55%	79 60%	62 56%	50 70%	22 57%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 4

**Q.4 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 respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	470	46	46	21	12	10	-	-	-	1	306	67	51	81
Weighted base	464	41*	41*	18**	12**	7**	-**	-**	-**	1**	313	62*	45*	71*
Conservative	33 7%	21 53%b	-	-	-	-	-	-	-	-	-	15 24%kl	2 5%	3 4%
Labour	48 10%	-	17 41%a	-	-	-	-	-	-	-	-	3 5%	16 35%jl	5 7%
Lib Dem	12 3%	-	-	5 27%	-	-	-	-	-	-	-	-	-	7 10%jk
UKIP	29 6%	-	-	-	12 100%	-	-	-	-	-	-	6 9%	3 7%	4 5%
Green	17 4%	-	-	-	-	7 100%	-	-	-	-	-	-	2 5%	3 5%
SNP	2 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BNP	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	9 2%	-	-	-	-	-	-	-	-	1 100%	-	1 1%	-	1 2%
Refused	39 8%	-	1 2%	-	-	-	-	-	-	-	39 13%	2 3%	1 2%	2 2%
Don't know	274 59%	19 47%	24 58%	13 73%	-	-	-	-	-	-	274 87%	36 58%	21 46%	46 65%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 4

**Q.4 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 respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	470	53	72	37	5	1	22	12	-	15	40	213
Weighted base	464	47*	65*	33**	5**	1**	17**	10**	-**	15**	46**	223
Conservative	33 7%	19 41%bk	1 2%	3 10%	* 8%	-	-	-	-	1 7%	-	8 3%
Labour	48 10%	2 3%	24 38%ak	5 15%	1 22%	-	1 7%	-	-	-	-	14 6%
Lib Dem	12 3%	-	3 5%k	7 22%	-	-	-	-	-	-	-	2 1%
UKIP	29 6%	5 11%k	5 8%	1 3%	-	-	9 50%	-	-	2 11%	1 2%	7 3%
Green	17 4%	-	3 5%k	2 7%	-	-	-	7 66%	-	2 12%	1 2%	2 1%
SNP	2 1%	-	-	-	-	-	-	-	-	-	-	2 1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-
BNP	1 *	-	-	-	-	-	-	-	-	-	-	1 *
Other	9 2%	1 1%	-	-	-	-	-	-	-	7 47%	-	1 *
Refused	39 8%	-	1 1%	-	-	-	-	-	-	3 18%	34 73%	2 1%
Don't know	274 59%	20 44%	27 42%	14 42%	4 71%	1 100%	8 44%	3 34%	-	1 5%	11 23%	185 83%ab

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

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



## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 4

**Q.4 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 respondents saying 1-4, DK, Ref for likely to vote or who say DK/Ref at Q3**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	470	36	31	49	41	40	26	41	46	75	52	33
Weighted base	464	38**	27**	47*	37*	48**	28**	49*	43*	66*	45*	36**
Conservative	33 7%	2 5%	4 14%	5 11%	1 4%	5 10%	-	6 12%	5 11%	3 5%	2 5%	-
Labour	48 10%	3 8%	4 15%	7 14%	2 5%	6 13%	4 15%	7 14%	5 11%	6 9%	3 8%	1 2%
Lib Dem	12 3%	-	1 2%	-	2 5%	1 1%	3 12%	-	* 1%	3 4%	1 1%	2 5%
UKIP	29 6%	1 3%	2 6%	4 8%	4 12%G	4 8%	-	-	2 4%	9 13%G	2 4%	2 7%
Green	17 4%	1 3%	-	2 4%	1 4%	3 7%	-	1 2%	2 4%	4 6%	2 4%	-
SNP	2 1%	2 6%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-
BNP	1 *	-	-	-	-	-	-	-	-	-	-	1 3%
Other	9 2%	-	-	1 3%	1 3%	2 4%	-	1 2%	3 6%	-	-	1 3%
Refused	39 8%	6 17%	-	8 17%D	-	3 7%	2 6%	8 16%D	4 9%	4 7%	3 7%	1 2%
Don't know	274 59%	22 57%	17 63%	20 43%	25 68%C	24 50%	18 67%	26 54%	23 54%	37 56%	32 71%C	29 79%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 5

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

Base: All respondents

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
Conservative	494 25%	266 27%b	228 22%	26 11%	49 15%	100 26%cd	83 24%cd	85 28%cd	151 36%cd	177 33%jkl	150 26%kl	76 18%	91 20%	468 25%	154 30%opq	147 28%oq	103 20%	64 22%	26 14%
Labour	584 29%	304 31%	280 27%	74 31%	111 34%gh	115 30%	104 30%	76 25%	103 24%	143 26%	158 27%	152 36%ijl	131 28%	547 30%	129 25%	129 24%	205 41%mpn	84 29%	37 21%
Lib Dem	161 8%	86 9%	75 7%	23 9%	26 8%	27 7%	20 6%	34 11%f	31 7%	53 10%l	54 9%	28 7%	26 6%	154 8%	59 12%noq	32 6%	35 7%	28 10%	7 4%
SNP	56 3%	28 3%	28 3%	4 1%	7 2%	8 2%	11 3%	12 4%	15 4%	15 3%	10 2%	11 2%	20 4%j	-	-	-	-	-	56 31%mnop
Plaid Cymru	5 *	* *	4 *	2 1%	-	1 *	-	1 *	1 *	1 *	3 *	1 *	-	5 *	-	-	-	5 2%mo	-
UKIP	209 10%	114 12%	95 9%	17 7%	26 8%	24 6%	40 12%e	47 16%cde	56 13%e	34 6%	50 9%	65 15%ij	59 13%i	200 11%	51 10%	62 12%q	52 10%	35 12%q	9 5%
Green	50 2%	22 2%	29 3%	14 6%h	8 3%h	10 3%h	10 3%h	7 2%h	1 *	12 2%k	19 3%k	2 *	18 4%k	43 2%	16 3%	13 2%	8 2%	6 2%	7 4%
BNP	8 *	4 *	4 *	-	-	1 *	4 1%	1 *	1 *	-	1 *	4 1%	3 1%	7 *	1 *	6 1%o	-	-	1 1%
Other	36 2%	22 2%	13 1%	4 1%	7 2%	4 1%	4 1%	5 2%	12 3%	16 3%k	10 2%	2 1%	8 2%	34 2%	10 2%	13 2%	4 1%	7 2%	2 1%
Refused	58 3%	20 2%	38 4%	16 6%efg	7 2%	8 2%	7 2%	6 2%	15 3%	10 2%	20 3%	15 3%	14 3%	48 3%	16 3%	14 3%	12 2%	5 2%	10 6%p
Don't know	354 18%	121 12%	233 23%a	65 27%gh	79 25%gh	84 22%gh	61 18%gh	29 10%	37 9%	82 15%	109 19%	68 16%	95 20%i	332 18%	75 15%	114 22%mq	86 17%	57 20%	22 13%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 5

**Q.5 Generally speaking, do you think of yourself as ...?****Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Conservative	494 25%	401 79%bcdef	3 1%	8 6%b	68 19%bcef	1 2%	-	-	-	1 4%	20 7%	412 71%kl	14 3%	18 5%
Labour	584 29%	29 6%	467 90%acdef	4 3%	45 13%ac	9 12%c	2 3%	-	-	2 17%	28 9%	29 5%	383 82%jl	83 23%j
Lib Dem	161 8%	13 3%	15 3%	104 81%abdef	10 3%	9 12%abd	1 2%	-	-	-	14 5%	10 2%	3 1%	132 36%jk
SNP	56 3%	* *	2 *	-	* *	-	49 86%abcde	-	-	-	4 1%	* *	6 1%j	2 1%
Plaid Cymru	5 *	- -	- -	-	1 *	-	-	3 59%	-	-	1 *	-	-	-
UKIP	209 10%	16 3%b	1 *	-	176 50%abcef	-	-	-	-	-	8 2%	55 10%k	26 5%	36 10%k
Green	50 2%	- -	2 *	-	1 *	37 50%abcdf	-	-	-	-	3 1%	* *	3 1%	15 4%jk
BNP	8 *	- -	- -	-	1 *	-	-	-	7 100%	-	-	-	-	-
Other	36 2%	2 *	2 *	-	5 1%	3 4%ab	1 2%	-	-	9 62%	4 1%	2 *	6 1%	9 2%j
Refused	58 3%	1 *	1 *	3 2%ab	4 1%	1 2%	1 1%	-	-	-	45 14%	6 1%	-	9 2%k
Don't know	354 18%	46 9%b	26 5%	10 8%	44 12%b	14 18%ab	3 5%	2 41%	-	2 18%	187 60%	67 12%k	27 6%	64 18%jk

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 5

**Q.5 Generally speaking, do you think of yourself as ...?****Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Conservative	494 25%	494 100%bcdfgijk	-	-	-	-	-	-	-	-	-	-
Labour	584 29%	-	584 100%acdfgijk	-	-	-	-	-	-	-	-	-
Lib Dem	161 8%	-	-	161 100%abdfgijk	-	-	-	-	-	-	-	-
SNP	56 3%	-	-	-	56 100%abcfijk	-	-	-	-	-	-	-
Plaid Cymru	5 *	-	-	-	-	5 100%	-	-	-	-	-	-
UKIP	209 10%	-	-	-	-	-	209 100%abcdgijk	-	-	-	-	-
Green	50 2%	-	-	-	-	-	-	50 100%abdfijk	-	-	-	-
BNP	8 *	-	-	-	-	-	-	-	8 100%	-	-	-
Other	36 2%	-	-	-	-	-	-	-	-	36 100%abcdfgjk	-	-
Refused	58 3%	-	-	-	-	-	-	-	-	-	58 100%abcdfgjk	-
Don't know	354 18%	-	-	-	-	-	-	-	-	-	-	354 100%abcd gij

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 5

**Q.5 Generally speaking, do you think of yourself as ...?****Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Conservative	494 25%	26 14%	10 11%	55 23%ABF	38 21%	35 19%	13 12%	66 35%ABC DEF	69 27%ABF	85 33%ABC DEF	51 28%ABF	46 30%ABEF
Labour	584 29%	37 21%	45 50%ADE GJK	97 41%AEG IJK	62 35%AGI J	53 29%GI	45 42%AGI JK	33 17%	92 37%AGI J	37 14%	39 21%	43 28%I
Lib Dem	161 8%	7 4%	6 6%	14 6%	16 9%F	16 9%F	2 2%	8 4%	24 9%F	36 14%ACF GK	26 14%ACFG K	8 5%
SNP	56 3%	56 31%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	5 *	-	-	-	-	-	5 4%ACDE GHIJK	-	-	-	-	-
UKIP	209 10%	9 5%	12 13%A	23 10%	17 10%	21 11%	12 11%	24 13%A	20 8%	31 12%A	23 13%A	18 12%
Green	50 2%	7 4%	1 1%	5 2%	3 2%	6 3%	2 2%	5 3%	6 3%	10 4%	4 2%	1 1%
BNP	8 *	1 1%	-	-	-	4 2%I	-	1 1%	1 *	-	-	1 *
Other	36 2%	2 1%	1 1%	2 1%	1 1%	6 3%	2 1%	4 2%	6 2%	4 1%	6 3%	4 2%
Refused	58 3%	10 6%DE	1 1%	9 4%	3 1%	1 1%	2 2%	9 5%	8 3%	8 3%	3 2%	4 2%
Don't know	354 18%	22 13%	16 17%	31 13%	39 22%ACH	45 24%ACH	25 24%ACH	39 21%H	26 10%	48 19%H	32 17%	31 20%H

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 6  
**Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	1680	820	860	85	258	342	323	288	384	655	424	238	363	1530	445	417	432	236	150
Weighted base	1309	732	578	103*	196	238	236	219	318	383	374	280	273	1180	338	328	335	179	129
Conservative	429 33%	241 33%	189 33%	32 31%	52 27%	83 35%	76 32%	68 31%	118 37% <sup>d</sup>	158 41% <sup>kl</sup>	131 35% <sup>k</sup>	67 24%	73 27%	407 35%	123 36% <sup>oq</sup>	137 42% <sup>oq</sup>	91 27% <sup>q</sup>	56 31% <sup>q</sup>	22 17%
Labour	448 34%	242 33%	205 36%	46 45% <sup>gh</sup>	100 51% <sup>efgh</sup>	92 39% <sup>gh</sup>	80 34% <sup>h</sup>	64 29%	66 21%	118 31%	123 33%	107 38%	100 37%	418 35%	103 31%	95 29%	155 46% <sup>mnp</sup>	64 36% <sup>q</sup>	30 23%
Lib Dem	102 8%	56 8%	45 8%	16 16% <sup>fh</sup>	21 11%	19 8%	13 5%	15 7%	17 5%	36 9% <sup>l</sup>	30 8% <sup>l</sup>	27 10% <sup>l</sup>	9 3%	95 8%	41 12% <sup>no</sup>	18 5%	18 5%	19 10%	7 5%
UKIP	230 18%	133 18%	97 17%	2 2%	9 5%	27 11% <sup>cd</sup>	48 20% <sup>cde</sup>	52 24% <sup>cde</sup>	92 29% <sup>cde</sup>	41 11%	65 18% <sup>i</sup>	64 23% <sup>i</sup>	60 22% <sup>i</sup>	222 19%	59 18% <sup>q</sup>	69 21% <sup>q</sup>	64 19% <sup>q</sup>	29 16% <sup>q</sup>	8 6%
Green	32 2%	23 3%	9 2%	2 2%	6 3%	6 3%	6 3%	5 2%	6 2%	13 3% <sup>k</sup>	9 2%	2 1%	9 3% <sup>k</sup>	26 2%	9 3%	4 1%	7 2%	5 3%	6 5% <sup>n</sup>
SNP	55 4%	31 4%	24 4%	2 2%	7 3%	9 4%	10 4%	13 6%	15 5%	16 4%	11 3%	10 4%	17 6%	-	-	-	-	-	55 43% <sup>mnop</sup>
Plaid Cymru	4 *	* *	4 1%	2 2%	-	-	1 1%	-	1 *	1 *	2 1%	1 *	-	4 *	-	-	-	4 2% <sup>mno</sup>	-
BNP	4 *	3 *	1 *	-	-	1 *	2 1%	1 1%	-	-	-	1 *	3 1%	3 *	1 *	2 1%	-	-	1 1%
Other	6 *	3 *	3 1%	-	1 1%	1 *	-	1 *	3 1%	-	3 1%	1 *	2 1%	6 1%	1 *	4 1%	-	1 1%	-

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 6  
**Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)**  
**Base: All respondents expressing a voting intention and saying 5-10 likely to vote**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	1680	523	524	125	343	82	60	4	5	14	64	589	440	338
Weighted base	1309	429	448	102*	230	32**	55*	4**	4**	6**	.*	465	375	239
Conservative	429 33%	429 100%bcdf	-	-	-	-	-	-	-	-	-	337 73%kl	27 7%	34 14%k
Labour	448 34%	-	448 100%acdf	-	-	-	-	-	-	-	-	24 5%	305 81%jl	70 29%j
Lib Dem	102 8%	-	-	102 100%abdf	-	-	-	-	-	-	-	5 1%	6 2%	85 36%jk
UKIP	230 18%	-	-	-	230 100%abcf	-	-	-	-	-	-	97 21%k	23 6%	35 15%k
Green	32 2%	-	-	-	-	32 100%	-	-	-	-	-	1 *	4 1%	11 4%jk
SNP	55 4%	-	-	-	-	-	55 100%abcd	-	-	-	-	* *	7 2%j	4 1%j
Plaid Cymru	4 *	-	-	-	-	-	-	4 100%	-	-	-	-	-	-
BNP	4 *	-	-	-	-	-	-	-	4 100%	-	-	-	-	-
Other	6 *	-	-	-	-	-	-	-	-	6 100%	-	-	2 1%	1 *

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 6

#### Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	1680	508	542	155	55	4	170	45	6	25	10	160
Weighted base	1309	399	466	112*	48*	4**	137*	21**	5**	14**	5**	98*
Conservative	429 33%	343 86%bcdk	25 5%	10 9%	- -	- -	12 9%	- -	- -	2 13%	1 20%	36 36%bcd
Labour	448 34%	3 1%	405 87%acdfk	13 11%af	1 2%	- -	1 *	2 12%	- -	2 16%	1 25%	19 20%adf
Lib Dem	102 8%	8 2%	4 1%	79 71%abdfk	- -	- -	- -	- -	- -	- -	3 47%	8 9%abf
UKIP	230 18%	45 11%bcd	27 6%	4 4%	- -	1 22%	124 91%abcdk	1 6%	1 25%	2 15%	- -	24 25%abcd
Green	32 2%	- -	4 1%	4 4%ab	- -	- -	- -	17 82%	- -	1 8%	- -	6 6%abf
SNP	55 4%	- -	2 *	1 1%	47 98%abcfk	- -	- -	- -	- -	1 9%	* 9%	3 3%ab
Plaid Cymru	4 *	- -	- -	- -	- -	3 78%	- -	- -	- -	- -	- -	1 1%ab
BNP	4 *	- -	- -	- -	- -	- -	- -	4 75%	- -	- -	- -	- -
Other	6 *	- -	- -	- -	- -	- -	- -	- -	5 39%	- -	- -	1 1%

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

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



## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 6

#### Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4) - Weighted to Turnout values (Q2)

Base: All respondents expressing a voting intention and saying 5-10 likely to vote

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	1680	150	78	200	154	137	78	152	201	244	158	128
Weighted base	1309	129	56*	163	116*	111*	66*	119*	174	164	113*	99*
Conservative	429 33%	22 17%	12 21%	44 27%	35 30%A	35 31%A	12 18%	55 46%ABC DFH	56 32%A	67 41%ABC F	45 39%ABF	47 48%ABCDEFH
Labour	448 34%	30 23%	28 51%AGI JK	76 47%AGI JK	51 44%AGI JK	42 38%AGI	35 54%AGI JK	24 21%	73 42%AGI J	31 19%	29 26%	28 28%
Lib Dem	102 8%	7 5%	2 4%	5 3%	10 9%	10 9%	3 5%	4 4%	17 10%C	23 14%ACG K	16 14%CGK	3 3%
UKIP	230 18%	8 6%	12 22%A	33 20%A	18 16%A	22 20%A	9 14%	31 26%AH	20 12%	39 24%AH	20 18%A	17 17%A
Green	32 2%	6 5%	1 2%	5 3%	2 1%	* *	2 3%	3 3%	5 3%	4 2%	3 3%	1 1%
SNP	55 4%	55 43%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	4 *	-	-	-	-	-	4 6%ACDE GHIJK	-	-	-	-	-
BNP	4 *	1 1%	-	-	-	1 1%	-	-	1 1%	-	-	1 1%
Other	6 *	-	-	-	-	-	-	1 1%	1 1%	-	1 1%	2 2%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 7

**Q1. Which of these political figures would you most like to ....**

**Have a meal with**

**Base: All respondents**

	Gender			Age						Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
David Cameron	292 14%	124 13%	168 16% <sup>a</sup>	41 17%	43 13%	54 14%	47 14%	36 12%	71 17%	82 15%	98 17% <sup>k</sup>	46 11%	65 14%	271 15%	88 17% <sup>o</sup>	86 16%	58 11%	39 13%	21 12%
Ed Miliband	309 15%	156 16%	153 15%	42 17%	72 22% <sup>egh</sup>	52 14%	61 18% <sup>h</sup>	39 13%	43 10%	78 14%	81 14%	73 17%	77 16%	279 15%	64 13%	79 15%	93 18% <sup>m</sup>	44 15%	30 17%
Nick Clegg	201 10%	83 8%	118 11% <sup>a</sup>	32 13%	32 10%	47 12% <sup>f</sup>	24 7%	27 9%	38 9%	66 12% <sup>k</sup>	55 9%	29 7%	51 11%	179 10%	56 11%	43 8%	46 9%	35 12%	22 13%
Nigel Farage	349 17%	196 20% <sup>b</sup>	154 15%	29 12%	44 14%	48 13%	55 16%	78 26% <sup>cde</sup> f	94 22% <sup>cde</sup> f	74 14%	76 13%	94 22% <sup>ij</sup>	106 23% <sup>ij</sup>	323 18%	73 14%	97 18%	97 19%	56 19%	27 15%
Boris Johnson	863 43%	429 43%	434 42%	97 40%	130 40%	180 47%	155 45%	123 41%	177 42%	243 45% <sup>l</sup>	273 47% <sup>l</sup>	182 43%	165 36%	786 43%	230 45%	226 43%	212 42%	118 40%	77 44%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 7

**Q1. Which of these political figures would you most like to ....**

**Have a meal with**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
David Cameron	292 14%	172 34%bcdef	20 4%	10 8%	20 6%	7 9%	5 8%	* 10%	4 64%	4 27%	47 15%	151 26%kl	34 7%	24 7%
Ed Miliband	309 15%	15 3%	217 42%acdef	10 8%ad	5 1%	12 16%ad	11 19%ad	- -	- -	2 16%	35 11%	21 4%	172 37%jl	41 11%j
Nick Clegg	201 10%	25 5%	42 8%	47 36%abde	16 5%	15 20%abd	12 21%abd	- -	- -	* 3%	36 12%	23 4%	36 8%j	89 24%jk
Nigel Farage	349 17%	41 8%	54 10%	13 10%	176 50%abcef	8 11%	6 10%	- -	2 36%	1 10%	38 12%	99 17%	64 14%	62 17%
Boris Johnson	863 43%	256 50%bcd	187 36%	49 38%	138 39%	32 43%	24 42%	4 90%	- -	6 44%	158 50%	289 50%kl	161 34%	151 41%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 7

**Q1. Which of these political figures would you most like to ....**

**Have a meal with**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
David Cameron	292 14%	164 33%bcdgik	35 6%	9 6%	3 5%	* 10%	8 4%	5 10%	4 53%	2 5%	14 25%bcdfi	47 13%bcf
Ed Miliband	309 15%	12 2%	223 38%acdfgjk	13 8%af	11 20%acfk	- -	1 *	7 15%af	- -	9 25%acfk	6 10%af	26 7%af
Nick Clegg	201 10%	14 3%	50 9%a	59 36%abdfgijk	10 18%abf	- -	9 4%	8 16%af	- -	4 12%a	4 7%	44 12%af
Nigel Farage	349 17%	60 12%	65 11%	15 9%	7 12%	1 17%	130 62%abcdgijk	10 20%	4 47%	9 26%abck	10 17%	39 11%
Boris Johnson	863 43%	244 49%bf	210 36%	66 41%	25 45%	4 73%	61 29%	20 40%	- -	12 33%	24 42%	198 56%bcfi

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 7

**Q1. Which of these political figures would you most like to ....**

**Have a meal with**

**Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
David Cameron	292 14%	21 12%	13 14%	28 12%	17 9%	31 17%	9 8%	32 17%	36 14%	52 20%ACD F	30 16%	23 15%
Ed Miliband	309 15%	30 17%I	20 22%I	43 18%I	30 17%I	35 19%I	18 17%I	24 13%I	50 20%I	13 5%	25 14%I	20 13%I
Nick Clegg	201 10%	22 13%G	11 12%	21 9%	14 8%	18 9%	6 6%	9 5%	26 10%	29 11%G	28 15%FG	16 10%
Nigel Farage	349 17%	27 15%	18 19%H	48 20%H	32 18%H	37 20%H	20 19%H	33 18%H	24 10%	49 19%H	35 19%H	26 17%
Boris Johnson	863 43%	77 44%	30 33%	97 41%	85 48%BEJ	65 35%	52 49%BEJ	91 48%BEJ	116 46%	114 44%	65 35%	70 45%

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 8

**Q1. Which of these political figures would you most like to ....**

**Have on your pub quiz team**

**Base: All respondents**

	Gender		Age							Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
David Cameron	363 18%	155 16%	208 20% <sup>a</sup>	51 21%	65 20%	66 17%	58 17%	43 14%	80 19%	98 18%	111 19%	78 18%	77 17%	343 19%	114 22% <sup>oq</sup>	109 21% <sup>oq</sup>	75 15%	45 16%	21 12%
Ed Miliband	273 14%	130 13%	143 14%	50 21% <sup>egh</sup>	62 19% <sup>egh</sup>	46 12%	45 13%	30 10%	40 9%	72 13%	75 13%	63 15%	63 13%	241 13%	52 10%	64 12%	82 16% <sup>m</sup>	43 15%	33 18% <sup>m</sup>
Nick Clegg	191 9%	98 10%	93 9%	23 10%	31 10% <sup>h</sup>	53 14% <sup>h</sup>	33 10% <sup>h</sup>	31 10% <sup>h</sup>	20 5%	59 11%	60 10%	31 7%	41 9%	173 9%	54 11%	47 9%	42 8%	30 10%	18 10%
Nigel Farage	360 18%	201 20% <sup>b</sup>	158 15%	39 16%	43 13%	56 15%	53 15%	69 23% <sup>def</sup>	100 24% <sup>def</sup>	79 14%	95 16%	85 20%	101 22% <sup>ij</sup>	325 18%	80 16%	98 18%	94 19%	54 18%	35 20%
Boris Johnson	826 41%	403 41%	424 41%	79 33%	120 37%	161 42%	153 45% <sup>c</sup>	129 43%	184 43% <sup>c</sup>	235 43%	243 42%	166 39%	182 39%	756 41%	211 41%	213 40%	212 42%	120 41%	70 40%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 8

**Q1. Which of these political figures would you most like to ....**

**Have on your pub quiz team**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
David Cameron	363 18%	141 28%bdef	54 10%	25 20%b	50 14%	7 9%	6 10%	-	1 14%	1 10%	68 22%	152 26%kl	55 12%	47 13%
Ed Miliband	273 14%	20 4%	178 34%acdef	7 6%	10 3%	13 17%acd	9 15%ad	-	-	3 21%	30 10%	25 4%	134 29%jl	47 13%j
Nick Clegg	191 9%	37 7%d	63 12%ad	28 22%abd	9 3%	10 13%d	8 14%d	-	3 39%	1 8%	36 11%	36 6%	56 12%j	51 14%j
Nigel Farage	360 18%	51 10%	53 10%	16 13%	165 47%abcef	9 12%	10 18%	-	2 36%	-	39 12%	95 16%	75 16%	54 15%
Boris Johnson	826 41%	260 51%bd	172 33%	53 41%	121 34%	36 48%bd	24 43%	5 100%	1 10%	9 62%	141 45%	275 47%k	148 32%	168 46%k

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 8

**Q1. Which of these political figures would you most like to ....**

**Have on your pub quiz team**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
David Cameron	363 18%	138 28%bcdfgk	69 12%	29 18%f	7 12%	-	18 9%	5 10%	1 12%	5 14%	20 34%bcdfg	72 20%bf
Ed Miliband	273 14%	13 3%	184 31%acfjk	11 7%a	10 18%acfk	-	8 4%	11 21%acfk	-	6 17%afk	6 10%a	24 7%a
Nick Clegg	191 9%	29 6%f	67 11%afj	37 23%abdfjk	5 9%f	-	4 2%	4 9%f	3 33%	5 14%fj	* 1%	38 11%afj
Nigel Farage	360 18%	65 13%	70 12%	17 11%	9 16%	2 41%	114 54%abcdgijk	9 18%	4 47%	5 15%	7 11%	58 16%
Boris Johnson	826 41%	249 50%bf	194 33%	66 41%	25 45%	3 59%	65 31%	21 42%	1 8%	14 40%	26 44%	163 46%bf

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

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



## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 8

**Q1. Which of these political figures would you most like to ....**

**Have on your pub quiz team**

**Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East- ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
David Cameron	363 18%	21 12%	13 14%	34 14%	27 15%	39 21%A	13 12%	45 24%ACF	52 20%A	62 24%ACD	32 18%	24 16%
Ed Miliband	273 14%	33 18%IK	20 22%GIK	32 13%I	31 17%I	29 16%I	14 14%	20 10%	35 14%I	17 7%	28 15%I	15 10%
Nick Clegg	191 9%	18 10%	9 10%	21 9%	12 7%	17 9%	8 7%	9 5%	35 14%DG	20 8%	22 12%G	21 14%G
Nigel Farage	360 18%	35 20%	13 14%	49 21%	32 18%	40 21%	21 20%	35 19%	33 13%	46 18%	33 18%	23 15%
Boris Johnson	826 41%	70 40%	36 39%	100 42%	76 43%	61 33%	51 48%E	80 42%	99 39%	113 44%E	69 37%	72 46%E

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 9

**Q1. Which of these political figures would you most like to ....**

**Make a contestant on "I'm a Celebrity Get Me Out Of Here"**

**Base: All respondents**

	Gender			Age						Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
David Cameron	348 17%	153 15%	195 19%	49 20%	52 16%	58 15%	56 16%	65 21%e	69 16%	71 13%	76 13%	89 21%ij	112 24%ij	308 17%	75 15%	96 18%	93 18%	44 15%	40 22%m
Ed Miliband	261 13%	130 13%	131 13%	34 14%	49 15%g	47 12%	42 12%	28 9%	62 15%g	74 14%	86 15%	45 11%	56 12%	232 13%	67 13%	70 13%	65 13%	30 10%	28 16%
Nick Clegg	172 9%	83 8%	89 9%	35 14%efg	27 8%	27 7%	26 7%	19 6%	38 9%	44 8%	39 7%	43 10%	46 10%	162 9%	36 7%	54 10%	46 9%	25 9%	10 6%
Nigel Farage	452 22%	241 24%	211 21%	37 15%	64 20%	109 28%cdf	61 18%	79 26%cf	103 24%c	132 24%kl	160 27%kl	72 17%	88 19%	409 22%	115 23%	120 23%	112 22%	62 21%	43 24%
Boris Johnson	782 39%	381 39%	401 39%	88 36%	130 40%	142 37%	158 46%egh	112 37%	152 36%	221 41%	223 38%	175 41%	163 35%	726 40%	218 43%q	190 36%	190 38%	129 44%nq	56 32%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 9

**Q1. Which of these political figures would you most like to ....**

**Make a contestant on "I'm a Celebrity Get Me Out Of Here"**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
David Cameron	348 17%	47 9%	116 22%a	21 16%	63 18%a	12 16%	17 30%a	-	2 32%	2 15%	61 19%	64 11%	99 21%j	68 19%j
Ed Miliband	261 13%	97 19%bde	62 12%	14 11%	41 12%	4 5%	6 11%	-	-	-	34 11%	103 18%l	71 15%l	35 10%
Nick Clegg	172 9%	40 8%	30 6%	17 13%bf	43 12%bf	4 6%	1 2%	-	-	3 18%	35 11%	45 8%	38 8%	28 8%
Nigel Farage	452 22%	130 25%d	115 22%d	40 31%d	55 16%	22 30%d	13 23%	* 10%	3 39%	2 17%	62 20%	146 25%	97 21%	82 22%
Boris Johnson	782 39%	195 38%	197 38%	37 29%	153 43%c	33 44%	20 35%	4 90%	2 29%	7 50%	122 39%	225 39%	162 35%	153 42%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 9

**Q1. Which of these political figures would you most like to ....**

**Make a contestant on "I'm a Celebrity Get Me Out Of Here"**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
David Cameron	348 17%	56 11%	122 21%ak	29 18%	17 31%ak	1 17%	38 18%a	10 21%	2 27%	5 13%	19 33%ak	49 14%
Ed Miliband	261 13%	99 20%bcfgk	72 12%	19 12%	5 9%	-	17 8%	4 7%	-	3 10%	8 13%	35 10%
Nick Clegg	172 9%	32 7%	44 8%	19 12%dj	1 2%	-	24 12%dj	3 6%	-	1 3%	* 1%	47 13%abdj
Nigel Farage	452 22%	127 26%	121 21%	46 29%	11 20%	* 10%	39 19%	13 26%	4 49%	10 28%	10 18%	70 20%
Boris Johnson	782 39%	181 37%	225 39%	49 30%	21 38%	4 73%	90 43%c	20 40%	2 24%	17 47%	21 35%	153 43%c

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 9

**Q1. Which of these political figures would you most like to ....**

**Make a contestant on "I'm a Celebrity Get Me Out Of Here"**

**Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
David Cameron	348 17%	40 22%	19 21%	49 21%	24 14%	33 18%	15 14%	33 18%	36 14%	38 15%	29 16%	31 20%
Ed Miliband	261 13%	28 16%	15 16%	27 12%	22 13%	25 14%	11 10%	23 12%	38 15%	29 11%	19 11%	22 14%
Nick Clegg	172 9%	10 6%	8 8%	20 9%	18 10%	21 11%	4 4%	19 10%	13 5%	23 9%	21 11% <sup>H</sup>	14 9%
Nigel Farage	452 22%	43 24%	14 15%	59 25%	39 22%	39 21%	21 20%	42 22%	51 20%	64 25%	41 23%	39 25%
Boris Johnson	782 39%	56 32%	36 39%	81 34%	74 41%	69 37%	56 52% <sup>ACE</sup>	72 38%	114 45% <sup>ACK</sup>	104 40%	73 40%	50 32%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 10

**Q1. Which of these political figures would you most like to ....**

**Run the country**

**Base: All respondents**

	Gender			Age						Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
David Cameron	626 31%	298 30%	328 32%	67 28%	89 28%	123 32%	103 30%	85 28%	161 38%cdf g	207 38%kl	200 34%kl	112 26%	108 23%	591 32%	184 36%oq	178 34%q	143 28%	86 30%q	35 20%
Ed Miliband	527 26%	272 28%	254 25%	60 25%	104 32%h	99 26%	94 27%	80 26%	91 21%	126 23%	152 26%	117 28%	132 29%	457 25%	113 22%	108 20%	159 32%mn	76 26%	70 40%mp
Nick Clegg	168 8%	79 8%	89 9%	35 15%fgh	33 10%fh	39 10%fh	18 5%	21 7%	22 5%	59 11%k	48 8%	22 5%	40 9%	150 8%	52 10%o	37 7%	26 5%	36 12%no	18 10%o
Nigel Farage	310 15%	164 17%	146 14%	24 10%	37 12%	47 12%	59 17%	70 23%cde	74 17%c	64 12%	67 11%	73 17%ij	106 23%ij	291 16%	65 13%	101 19%mq	86 17%	40 14%	18 10%
Boris Johnson	383 19%	174 18%	208 20%	57 23%	59 18%	75 20%	69 20%	47 16%	76 18%	88 16%	117 20%	100 24%il	78 17%	348 19%	97 19%	107 20%	91 18%	53 18%	34 19%

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 10

Q1. Which of these political figures would you most like to ....

Run the country

Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
David Cameron	626 31%	386 76%bcdef	34 7%	30 23%bdef	49 14%b	6 8%	5 8%	2 51%	4 54%	2 18%	102 33%	346 59%kl	54 11%	76 21%k
Ed Miliband	527 26%	5 1%	377 72%acdef	25 20%ad	11 3%	35 46%acd	23 40%acd	* 8%	- -	2 15%	38 12%	26 4%	287 61%jl	102 28%j
Nick Clegg	168 8%	23 4%d	34 6%d	46 35%abdef	6 2%	14 18%abd	8 15%abd	- -	- -	* 3%	37 12%	16 3%	26 6%j	75 21%jk
Nigel Farage	310 15%	11 2%	23 4%	2 2%	210 59%abcef	5 7%a	6 10%ac	- -	3 46%	3 19%	37 12%	80 14%k	41 9%	48 13%
Boris Johnson	383 19%	84 17%b	52 10%	27 21%b	80 22%b	15 20%b	15 26%b	2 41%	- -	6 45%	100 32%	116 20%k	60 13%	66 18%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 10

Q1. Which of these political figures would you most like to ....

Run the country

Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
David Cameron	626 31%	360 73%bcdgijk	56 10%	44 27%bdfg	4 8%	* 10%	18 9%	4 9%	4 45%	7 20%	19 32%bdfg	110 31%bdfg
Ed Miliband	527 26%	10 2%	380 65%acdfgijk	26 16%af	25 45%acfk	1 25%	3 1%	21 41%acfk	- -	10 27%afjk	4 8%af	47 13%af
Nick Clegg	168 8%	10 2%	32 6%a	53 33%abdfijk	5 9%a	- -	8 4%	10 20%abf	- -	4 10%a	8 14%abf	38 11%abf
Nigel Farage	310 15%	32 6%	43 7%	8 5%	5 9%	- -	146 70%abcdgijk	5 9%	4 55%	7 20%abc	8 14%	52 15%abc
Boris Johnson	383 19%	83 17%	72 12%	30 18%	16 30%abf	3 65%	34 16%	10 21%	- -	8 23%	19 33%abf	108 30%abcf

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

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



## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 10

**Q1. Which of these political figures would you most like to ....**

**Run the country**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
David Cameron	626 31%	35 20%	24 26%	67 28%	52 29%	54 29%	22 21%	75 40%ACF	86 34%AF	98 38%ACF	64 35%AF	49 31%A
Ed Miliband	527 26%	70 40%DEG HIJK	33 36%GIJ	81 34%GIJ K	46 26%GI	50 27%GI	36 34%GI	23 12%	71 28%GI	42 16%	40 22%G	35 23%G
Nick Clegg	168 8%	18 10%	4 4%	13 6%	8 5%	11 6%	10 9%	17 9%	21 8%	31 12%CD	26 14%BCDE K	9 6%
Nigel Farage	310 15%	18 10%	15 17%	41 17%H	30 17%	41 22%AH	16 15%	36 19%H	25 10%	40 16%	24 13%	24 16%
Boris Johnson	383 19%	34 19%	15 17%	33 14%	42 24%C	30 16%	23 21%	38 20%	51 20%	46 18%	30 17%	38 24%C

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 11

**Q1. Which of these political figures would you most like to ....**  
**Spend Christmas with**  
**Base: All respondents**

	Gender			Age						Social Class				Net: Eng- land & Wales	Region				
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)		South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
David Cameron	282 14%	123 12%	160 16%	44 18%g	43 13%	51 13%	40 12%	30 10%	75 18%fg	80 15%	92 16%k	42 10%	68 15%	263 14%	81 16%	79 15%	68 13%	35 12%	19 11%
Ed Miliband	323 16%	154 16%	169 16%	38 16%	76 24%egh	53 14%	61 18%h	44 15%	51 12%	79 15%	85 17%	73 19%	86 19%	290 16%	74 14%	77 15%	95 19%	44 15%	33 19%
Nick Clegg	221 11%	91 9%	130 13%a	31 13%	36 11%	47 12%	28 8%	28 9%	50 12%	66 12%k	75 13%k	29 7%	51 11%	195 11%	62 12%	46 9%	47 9%	40 14%	25 14%
Nigel Farage	302 15%	176 18%b	125 12%	31 13%	37 11%	48 12%	50 15%	59 20%de	77 18%de	56 10%	73 13%	91 21%ij	82 18%ij	276 15%	63 12%	80 15%	84 17%	48 17%	25 14%
Boris Johnson	886 44%	443 45%	443 43%	98 41%	130 40%	184 48%h	163 48%	141 47%	170 40%	261 48%l	259 44%	190 45%	177 38%	813 44%	230 45%	248 47%	211 42%	124 43%	74 42%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 11

**Q1. Which of these political figures would you most like to ....  
Spend Christmas with**  
Base: All respondents

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
David Cameron	282 14%	170 33%bcdef	22 4%	6 4%	31 9%b	5 7%	1 2%	-	1 14%	1 6%	45 14%	142 24%kl	39 8%	29 8%
Ed Miliband	323 16%	9 2%	223 43%acdef	9 7%a	9 3%	20 27%acd	11 20%acd	2 41%	-	2 12%	31 10%	15 3%	178 38%jl	53 15%j
Nick Clegg	221 11%	24 5%	49 9%ad	53 41%abdef	17 5%	17 23%abd	13 22%abd	* 10%	-	2 14%	46 15%	29 5%	36 8%	92 25%jk
Nigel Farage	302 15%	30 6%	33 6%	15 11%	167 47%abcef	5 7%	5 9%	-	6 86%	1 10%	33 10%	80 14%	48 10%	47 13%
Boris Johnson	886 44%	276 54%bcde	193 37%	46 35%	130 37%	27 36%	26 46%	2 49%	-	8 58%	158 50%	317 54%kl	167 36%	146 40%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 11

**Q1. Which of these political figures would you most like to ....  
Spend Christmas with**  
Base: All respondents

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
David Cameron	282 14%	158 32%bcdfgik	32 6%	9 6%	2 3%	- -	16 8%	6 11%	1 12%	3 8%	14 24%bcdf	43 12%b
Ed Miliband	323 16%	9 2%	228 39%acdfgjk	14 9%af	12 21%acfk	- -	3 1%	11 22%acfk	- -	9 24%acfjk	4 7%	33 9%af
Nick Clegg	221 11%	21 4%	51 9%a	61 38%abdfijk	12 21%abf	* 10%	11 5%	10 21%abf	- -	3 8%	11 19%af	40 11%a
Nigel Farage	302 15%	46 9%	51 9%	13 8%	3 6%	1 17%	120 57%abcdgijk	2 4%	7 88%	8 23%abcdg	6 9%	44 13%
Boris Johnson	886 44%	261 53%bcf	221 38%f	63 39%	27 48%f	4 73%	59 28%	21 42%	- -	13 38%	24 42%	194 55%bcf

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 11

**Q1. Which of these political figures would you most like to ....  
Spend Christmas with**  
Base: All respondents

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
David Cameron	282 14%	19 11%	13 15%	38 16%	16 9%	25 13%	8 8%	35 19%DF	34 13%	47 18%DF	27 15%	19 12%
Ed Miliband	323 16%	33 19%I	23 25%GI	42 18%I	30 17%I	34 18%I	17 16%I	21 11%	54 21%GI	20 8%	27 15%I	22 14%
Nick Clegg	221 11%	25 14%EF	7 7%	25 10%	16 9%	11 6%	3 3%	17 9%	33 13%EF	29 11%F	36 20%BCD EFGI	19 12%F
Nigel Farage	302 15%	25 14%	17 19%H	40 17%H	27 15%H	31 17%H	22 21%H	30 16%H	20 8%	43 17%H	26 14%	19 12%
Boris Johnson	886 44%	74 42%	31 34%	92 39%	88 50%BJ	86 46%	56 52%BCJ	86 45%	111 44%	119 46%	68 37%	76 49%B

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 12

**Q1. Which of these political figures would you most like to ....**

**Give you first aid treatment in an emergency**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
David Cameron	578 29%	245 25%	333 32% <sup>a</sup>	65 27%	92 29%	121 32% <sup>g</sup>	88 26%	73 24%	138 33% <sup>g</sup>	178 33% <sup>l</sup>	172 30%	116 27%	111 24%	536 29%	161 31%	159 30%	132 26%	84 29%	42 24%
Ed Miliband	418 21%	209 21%	208 20%	59 24% <sup>h</sup>	85 27% <sup>h</sup>	80 21% <sup>h</sup>	70 20%	62 20%	62 15%	98 18%	131 22%	83 20%	106 23%	371 20%	88 17%	106 20%	124 25% <sup>m</sup>	54 19%	47 26% <sup>m</sup>
Nick Clegg	495 25%	267 27% <sup>b</sup>	227 22%	58 24%	65 20%	107 28% <sup>d</sup>	90 26%	81 27%	93 22%	154 28% <sup>kl</sup>	152 26%	90 21%	99 21%	439 24%	128 25%	115 22%	120 24%	77 26%	55 31% <sup>n</sup>
Nigel Farage	215 11%	119 12%	96 9%	13 5%	33 10%	29 7%	39 11%	41 13% <sup>ce</sup>	61 14% <sup>ce</sup>	41 8%	46 8%	61 14% <sup>ij</sup>	67 14% <sup>ij</sup>	205 11%	52 10%	61 11%	60 12% <sup>q</sup>	32 11%	10 6%
Boris Johnson	309 15%	146 15%	163 16%	47 19%	46 14%	46 12%	55 16%	46 15%	68 16%	71 13%	82 14%	74 17%	82 18%	286 16%	83 16%	90 17%	69 14%	44 15%	23 13%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 12

**Q1. Which of these political figures would you most like to ....**

**Give you first aid treatment in an emergency**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
David Cameron	578 29%	289 57%bcdef	52 10%	24 19%b	86 24%b	10 13%	7 12%	-	2 24%	4 31%	106 34%	301 52%kl	65 14%	57 15%
Ed Miliband	418 21%	33 7%	252 48%acdef	11 8%	19 5%	25 34%acd	15 26%acd	* 8%	-	4 25%	50 16%	30 5%	209 45%jl	70 19%j
Nick Clegg	495 25%	100 20%	124 24%d	76 59%abde	58 16%	23 31%ad	25 44%abd	2 41%	-	2 12%	76 24%	115 20%	98 21%	161 44%jk
Nigel Farage	215 11%	16 3%	30 6%	5 4%	129 36%abcef	3 4%	3 5%	-	5 76%	1 4%	17 5%	54 9%	38 8%	29 8%
Boris Johnson	309 15%	70 14%	62 12%	13 10%	63 18%b	13 17%	8 13%	2 51%	-	4 27%	65 21%	84 14%	58 12%	50 14%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 12

**Q1. Which of these political figures would you most like to ....**

**Give you first aid treatment in an emergency**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
David Cameron	578 29%	290 59%bcdgijkl	64 11%	25 16%	6 10%	1 25%	45 22%b	6 13%	2 20%	8 21%	20 35%bcdg	110 31%bcdfg
Ed Miliband	418 21%	24 5%	263 45%acdfijk	21 13%af	17 30%acfjk	1 25%	11 5%	20 39%acfjk	-	8 22%afj	2 3%	53 15%afj
Nick Clegg	495 25%	83 17%	142 24%af	98 61%abdfgijkl	23 41%abfk	-	21 10%	14 27%f	-	10 27%f	16 27%f	88 25%af
Nigel Farage	215 11%	29 6%	45 8%	5 3%	3 5%	-	91 43%abcdgijkl	3 7%	6 80%	5 15%ac	3 6%	25 7%
Boris Johnson	309 15%	68 14%	71 12%	13 8%	7 13%	2 50%	41 19%bc	7 14%	-	5 14%	17 29%abc	78 22%abc

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

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



## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 12

**Q1. Which of these political figures would you most like to ....**

**Give you first aid treatment in an emergency**

**Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
David Cameron	578 29%	42 24%	21 23%	65 28%	46 26%	52 28%	24 22%	67 35%A	76 30%	85 33%	60 33%	41 26%
Ed Miliband	418 21%	47 26%GI	29 32%GHI J	59 25%GI	36 20%	48 26%GI	23 22%	25 13%	47 19%	41 16%	31 17%	33 21%
Nick Clegg	495 25%	55 31%E	24 26%	55 23%	41 23%	38 20%	24 23%	40 21%	61 24%	67 26%	52 28%	37 24%
Nigel Farage	215 11%	10 6%	10 10%	29 12%A	21 12%	24 13%	16 15%A	22 12%	25 10%	27 10%	16 9%	15 10%
Boris Johnson	309 15%	23 13%	8 9%	27 12%	34 19%	25 13%	19 18%	35 19%	44 17%	39 15%	25 13%	30 19%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 13

**Q1. Which of these political figures would you most like to ....**

**Give advice to the poor on how to feed themselves**

**Base: All respondents**

	Gender		Age							Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
David Cameron	340 17%	136 14%	204 20% <sup>a</sup>	58 24% <sup>fg</sup>	54 17%	63 17%	44 13%	45 15%	76 18%	89 16%	100 17%	75 18%	76 16%	304 17%	90 18%	97 18%	70 14%	47 16%	36 20%
Ed Miliband	517 26%	270 27%	247 24%	41 17%	106 33% <sup>ch</sup>	105 27% <sup>ch</sup>	101 30% <sup>ch</sup>	79 26%	85 20%	139 26%	144 25%	122 29%	111 24%	464 25%	127 25%	122 23%	150 30% <sup>n</sup>	65 22%	53 30%
Nick Clegg	366 18%	190 19%	176 17%	50 21%	60 19%	73 19%	59 17%	53 18%	70 17%	115 21% <sup>k</sup>	123 21% <sup>k</sup>	52 12%	76 16%	334 18%	107 21% <sup>o</sup>	92 17%	74 15%	61 21% <sup>o</sup>	32 18%
Nigel Farage	361 18%	194 20%	167 16%	28 12%	39 12%	64 17%	55 16%	77 25% <sup>cde</sup> f	98 23% <sup>cde</sup> f	93 17%	94 16%	79 19%	95 21%	329 18%	81 16%	94 18%	101 20%	53 18%	32 18%
Boris Johnson	430 21%	198 20%	233 23%	65 27% <sup>g</sup>	63 19%	77 20%	84 25% <sup>g</sup>	48 16%	93 22%	106 20%	122 21%	96 23%	105 23%	406 22%	106 21%	126 24% <sup>q</sup>	110 22% <sup>q</sup>	64 22%	24 14%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 13

**Q1. Which of these political figures would you most like to ....**

**Give advice to the poor on how to feed themselves**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
David Cameron	340 17%	167 33%bcdef	40 8%	24 18%bd	31 9%	5 7%	6 10%	* 10%	4 54%	- -	61 19%	158 27%kl	51 11%	33 9%
Ed Miliband	517 26%	44 9%	310 60%acdef	20 16%a	41 12%	20 26%ad	18 31%acd	2 49%	1 10%	6 40%	48 15%	59 10%	247 53%jl	89 24%j
Nick Clegg	366 18%	95 19%bd	66 13%	56 43%abde	39 11%	15 21%d	16 28%bd	- -	- -	4 27%	67 21%	97 17%	55 12%	109 30%jk
Nigel Farage	361 18%	76 15%b	46 9%	12 10%	157 44%abcef	15 20%b	11 19%b	- -	1 18%	1 8%	31 10%	120 21%k	51 11%	64 17%k
Boris Johnson	430 21%	126 25%bcf	59 11%	17 13%	87 25%bcf	19 26%bc	7 12%	2 41%	1 19%	3 25%	106 34%	150 26%k	63 14%	72 20%k

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 13

**Q1. Which of these political figures would you most like to ....**

**Give advice to the poor on how to feed themselves**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
David Cameron	340 17%	171 35%bcdfgik	53 9%	23 15%f	8 14%f	* 10%	9 4%	4 8%	4 45%	5 14%f	18 32%bcfgk	45 13%f
Ed Miliband	517 26%	35 7%	324 55%acdfgijk	27 17%a	18 32%acfjk	* 8%	24 12%	14 28%afj	1 8%	12 33%acfjk	5 9%	58 16%a
Nick Clegg	366 18%	82 17%	70 12%	74 46%abdfgijk	16 28%bfj	1 25%	22 11%	12 25%bf	- -	9 25%bf	6 11%	74 21%bf
Nigel Farage	361 18%	87 18%b	54 9%	21 13%	10 18%b	1 17%	103 49%abcdgijk	7 15%	2 31%	6 18%	9 16%	58 17%b
Boris Johnson	430 21%	120 24%bcd	83 14%	16 10%	5 8%	2 40%	50 24%bcd	12 25%cd	1 16%	4 11%	19 33%bcdi	119 33%abcd i

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 13

**Q1. Which of these political figures would you most like to ....**

**Give advice to the poor on how to feed themselves**

**Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
David Cameron	340 17%	36 20%B	6 6%	38 16%B	27 15%	35 19%B	13 12%	36 19%B	43 17%B	46 18%B	34 18%B	27 17%B
Ed Miliband	517 26%	53 30%GIJ K	36 40%DGI JK	71 30%GIJ K	43 24%	57 31%GIJ K	30 28%	35 19%	75 30%GIJ K	52 20%	35 19%	29 19%
Nick Clegg	366 18%	32 18%	9 10%	37 16%	27 15%	32 17%	15 14%	29 15%	41 16%	66 26%BCD FGH	47 25%BCD FGH	31 20%
Nigel Farage	361 18%	32 18%	18 20%	43 18%	40 23%	32 17%	24 22%	32 17%	41 16%	40 16%	29 16%	31 20%
Boris Johnson	430 21%	24 14%	22 24%A	47 20%	40 23%A	31 16%	25 24%	57 30%ACE	53 21%	53 21%	39 21%	38 25%A

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 14

**Q1. Which of these political figures would you most like to ....**

**Try to improve living standards for working people**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
David Cameron	454 23%	204 21%	250 24%	56 23%	57 18%	81 21%	59 17%	76 25%df	125 30%def	144 27%kl	149 26%k	64 15%	96 21%	413 22%	133 26%o	125 24%	96 19%	59 20%	41 23%
Ed Miliband	665 33%	348 35%	317 31%	74 31%	121 38%h	122 32%	123 36%	100 33%	125 29%	174 32%	196 34%	148 35%	147 32%	591 32%	154 30%	155 29%	195 39%mpn	87 30%	74 42%mpn
Nick Clegg	263 13%	115 12%	148 14%	51 21%fgh	47 15%h	75 20%fgh	32 9%	29 10%	29 7%	87 16%kl	78 13%	45 11%	53 11%	244 13%	70 14%	69 13%	87 11%	51 18%o	19 11%
Nigel Farage	313 16%	163 17%	150 15%	18 7%	33 10%	46 12%	67 20%cde	59 20%cde	89 21%cde	60 11%	65 11%	89 21%ij	100 22%ij	299 16%	72 14%	97 18%q	89 18%q	41 14%	14 8%
Boris Johnson	319 16%	158 16%	161 16%	43 18%	63 20%gh	58 15%	62 18%	37 12%	55 13%	77 14%	95 16%	78 18%	69 15%	290 16%	83 16%	85 16%	70 14%	52 18%	29 16%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 14

**Q1. Which of these political figures would you most like to ....**

**Try to improve living standards for working people**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
David Cameron	454 23%	297 58%bcdef	30 6%	12 9%	31 9%	8 10%	8 14%b	*	1 14%	2 17%	62 20%	270 46%kl	37 8%	37 10%
Ed Miliband	665 33%	47 9%	396 76%acdef	33 25%ad	32 9%	37 49%acd	27 47%acd	2 49%	3 39%	2 16%	91 29%	60 10%	315 67%jl	130 35%j
Nick Clegg	263 13%	49 10%d	39 7%	64 50%abdef	17 5%	16 21%abd	10 17%bd	-	1 10%	4 26%	57 18%	40 7%	28 6%	109 30%jk
Nigel Farage	313 16%	28 5%	20 4%	2 2%	211 59%abcef	4 6%	5 9%c	-	2 36%	2 14%	23 8%	102 18%k	41 9%	52 14%k
Boris Johnson	319 16%	89 18%b	36 7%	18 14%b	65 18%b	11 14%	8 13%	2 41%	-	4 28%	80 25%	111 19%kl	46 10%	39 11%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 14

**Q1. Which of these political figures would you most like to ....**

**Try to improve living standards for working people**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
David Cameron	454 23%	280 57%bcdgijk	39 7%	22 14%bf	8 14%	* 10%	11 5%	6 12%	1 12%	6 18%bf	17 29%bcf	63 18%bf
Ed Miliband	665 33%	33 7%	415 71%acdfgijk	40 25%af	30 53%acfk	* 8%	11 5%	21 41%acfj	3 33%	11 30%af	7 12%	94 26%af
Nick Clegg	263 13%	37 7%	37 6%	77 48%abdfgijk	6 12%	1 25%	15 7%	10 20%abf	1 8%	9 25%abf	11 20%abf	59 17%abf
Nigel Farage	313 16%	53 11%	41 7%	9 5%	5 9%	1 17%	140 67%abcdgijk	6 12%	4 47%	6 16%c	3 6%	47 13%bc
Boris Johnson	319 16%	91 18%bc	51 9%	14 9%	7 12%	2 40%	32 15%b	7 15%	-	4 11%	19 33%abcdfi	91 26%abcdf

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

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



## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 14

**Q1. Which of these political figures would you most like to ....**

**Try to improve living standards for working people**

**Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
David Cameron	454 23%	41 23%B	10 11%	46 20%	40 22%B	38 21%	16 15%	52 28%BF	57 23%B	76 29%BCF	42 23%B	35 22%B
Ed Miliband	665 33%	74 42%GIJ K	47 51%CDE GHIJK	89 38%GIJ	60 34%I	64 34%I	41 38%GIJ	46 24%	96 38%GIJ	58 23%	46 25%	45 29%
Nick Clegg	263 13%	19 11%	10 11%	28 12%	17 9%	28 15%	12 12%	19 10%	27 11%	42 16%	39 21%ACD GH	22 14%
Nigel Farage	313 16%	14 8%	14 16%	45 19%AH	30 17%A	35 19%AH	14 13%	32 17%A	26 10%	46 18%AH	28 15%	30 19%AH
Boris Johnson	319 16%	29 16%	10 11%	29 12%	32 18%	21 11%	24 22%CE	39 21%CE	47 19%	36 14%	29 16%	25 16%

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 15

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Your own political views**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	61 3%	30 3%	31 3%	12 5%	10 3%	10 3%	13 4%	7 2%	8 2%	15 3%	14 2%	13 3%	18 4%	58 3%	13 3%	17 3%	19 4%	9 3%	3 2%
1	44 2%	19 2%	25 2%	4 2%	9 3%	4 1%	14 4% <sup>eh</sup>	7 2%	6 1%	10 2%	10 2%	9 2%	15 3%	36 2%	10 2%	10 2%	10 2%	5 2%	8 5%
2	111 6%	51 5%	61 6%	12 5%	16 5%	26 7%	20 6%	21 7%	16 4%	33 6%	35 6%	22 5%	21 5%	97 5%	17 3%	25 5%	29 6%	26 9% <sup>mn</sup>	15 8% <sup>m</sup>
3	142 7%	84 8% <sup>b</sup>	58 6%	21 9%	17 5%	35 9%	21 6%	16 5%	31 7%	52 10% <sup>kl</sup>	41 7%	23 5%	26 6%	134 7%	42 8%	35 7%	37 7%	19 7%	9 5%
4	131 7%	74 8%	57 6%	13 5%	18 6%	18 5%	21 6%	23 8%	38 9% <sup>ee</sup>	47 9% <sup>j</sup>	28 5%	22 5%	34 7%	105 6%	29 6%	20 4%	36 7% <sup>n</sup>	20 7%	26 15% <sup>mnop</sup>
5	791 39%	323 33%	468 46% <sup>a</sup>	124 51% <sup>egh</sup>	130 40% <sup>h</sup>	154 40% <sup>h</sup>	149 44% <sup>h</sup>	117 39% <sup>h</sup>	118 28%	152 28%	244 42% <sup>i</sup>	184 43% <sup>i</sup>	212 46% <sup>i</sup>	720 39%	189 37%	216 41%	201 40%	114 39%	71 40%
6	216 11%	123 12% <sup>b</sup>	93 9%	8 3%	31 10% <sup>c</sup>	42 11% <sup>c</sup>	33 10% <sup>c</sup>	35 12% <sup>c</sup>	67 16% <sup>cdf</sup>	66 12%	60 10%	50 12%	41 9%	207 11%	62 12% <sup>q</sup>	54 10%	57 11% <sup>q</sup>	34 12% <sup>q</sup>	9 5%
7	214 11%	125 13% <sup>b</sup>	89 9%	25 10%	25 8%	40 11%	30 9%	30 10%	63 15% <sup>df</sup>	73 13% <sup>kl</sup>	72 12% <sup>k</sup>	30 7%	38 8%	201 11%	66 13% <sup>op</sup>	77 14% <sup>opq</sup>	41 8%	17 6%	13 8%
8	173 9%	84 9%	88 9%	7 3%	27 8% <sup>c</sup>	30 8% <sup>c</sup>	30 9% <sup>c</sup>	28 9% <sup>c</sup>	51 12% <sup>c</sup>	56 10% <sup>l</sup>	54 9% <sup>l</sup>	41 10% <sup>l</sup>	22 5%	165 9%	44 9%	52 10% <sup>q</sup>	43 8%	26 9%	8 4%
9	58 3%	33 3%	26 3%	2 1%	19 6% <sup>cfg</sup>	10 3%	4 1%	7 2%	17 4% <sup>f</sup>	23 4% <sup>j</sup>	9 2%	12 3%	14 3%	53 3%	16 3%	11 2%	14 3%	12 4%	6 3%
10 - Very right wing	72 4%	42 4%	31 3%	15 6% <sup>h</sup>	19 6% <sup>fh</sup>	12 3%	8 2%	11 4%	8 2%	15 3%	17 3%	18 4%	22 5%	63 3%	22 4%	14 3%	18 4%	10 3%	9 5%
NET: (8-10)	304 15%	159 16%	145 14%	23 10%	65 20% <sup>cef</sup>	52 14%	42 12%	46 15%	75 18% <sup>c</sup>	94 17%	80 14%	71 17%	59 13%	281 15%	82 16%	77 14%	75 15%	48 17%	22 13%
NET: (6-7)	430 21%	248 25% <sup>b</sup>	182 18%	33 14%	56 18%	82 21%	63 18%	65 21%	130 31% <sup>cde</sup>	139 26% <sup>kl</sup>	132 23%	80 19%	79 17%	408 22%	128 25% <sup>pq</sup>	131 25% <sup>pq</sup>	99 20%	50 17%	22 12%
NET: (3-4)	273 14%	158 16% <sup>b</sup>	115 11%	34 14%	35 11%	53 14%	42 12%	39 13%	69 16%	100 18% <sup>ijkl</sup>	69 12%	45 11%	59 13%	238 13%	71 14%	56 10%	73 15%	39 13%	35 20% <sup>n</sup>
NET: (0-2)	216 11%	100 10%	116 11%	28 12%	36 11%	41 11%	46 13% <sup>h</sup>	35 12%	30 7%	59 11%	59 10%	44 10%	54 12%	190 10%	41 8%	52 10%	57 11%	40 14% <sup>m</sup>	26 15% <sup>m</sup>

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 15

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Your own political views**

**Base: All respondents**

	Gender		Age							Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
Mean	5.26	5.35	5.18	4.97	5.45 <sup>f</sup>	5.20	4.99	5.26	5.56 <sup>ce</sup> f	5.32	5.28	5.32	5.12	5.29	5.45 <sup>q</sup>	5.35	5.17	5.15	4.95
Standard deviation	2.13	2.19	2.07	2.17	2.32	2.07	2.10	2.11	2.01	2.21	2.02	2.13	2.18	2.12	2.11	2.06	2.15	2.19	2.20
Standard error	0.05	0.07	0.06	0.19	0.13	0.10	0.11	0.12	0.10	0.08	0.09	0.13	0.10	0.05	0.09	0.09	0.09	0.13	0.17

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 15

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Your own political views**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democ- rat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	61 3%	1 *	29 6%ad	1 1%	6 2%	4 5%a	2 3%a	- -	- -	3 24%	6 2%	2 *	22 5%j	6 2%
1	44 2%	1 *	22 4%ad	2 2%a	2 *	2 3%a	6 11%abcd	- -	- -	1 6%	6 2%	2 *	18 4%j	12 3%j
2	111 6%	2 *	66 13%ad	8 6%a	13 4%a	5 7%a	6 11%ad	- -	- -	1 7%	7 2%	1 *	55 12%j	31 8%j
3	142 7%	4 1%	62 12%ad	14 11%ad	15 4%a	19 26%abcd	3 4%a	- -	- -	- -	17 6%	9 2%	44 9%j	42 12%j
4	131 7%	13 3%	52 10%ad	13 10%ad	12 3%	11 14%ad	11 19%ad	* 8%	- -	1 10%	21 7%	16 3%	39 8%j	35 9%j
5	791 39%	151 30%	181 35%	43 33%	132 37%	24 32%	23 41%	2 51%	3 39%	5 39%	214 68%	164 28%	164 35%j	138 38%j
6	216 11%	101 20%bcef	30 6%	13 10%	49 14%b	4 6%	3 6%	- -	- -	- -	17 6%	108 18%kl	32 7%	41 11%
7	214 11%	107 21%bcef	26 5%	10 8%	53 15%bf	5 7%	1 1%	- -	1 10%	1 10%	14 4%	121 21%kl	33 7%	25 7%
8	173 9%	83 16%bcef	26 5%	8 6%	46 13%bef	- -	2 3%	- -	- -	1 4%	8 2%	107 18%kl	28 6%	18 5%
9	58 3%	25 5%b	10 2%	6 4%	16 4%	- -	- -	- -	- -	- -	2 1%	32 6%k	9 2%	11 3%
10 - Very right wing	72 4%	21 4%	18 3%	11 9%b	12 3%	1 1%	* 1%	2 41%	3 51%	- -	2 1%	21 4%	23 5%	9 2%
NET: (8-10)	304 15%	129 25%bef	54 10%e	25 19%bef	74 21%bef	1 1%	2 4%	2 41%	3 51%	1 4%	11 4%	160 27%kl	61 13%	38 10%
NET: (6-7)	430 21%	208 41%bcdef	55 11%	24 18%b	102 29%bef	9 13%	4 7%	- -	1 10%	1 10%	31 10%	229 39%kl	64 14%	66 18%
NET: (3-4)	273 14%	17 3%	114 22%ad	27 21%ad	27 7%a	30 40%abcd	13 23%ad	* 8%	- -	1 10%	39 12%	25 4%	84 18%j	77 21%j
NET: (0-2)	216 11%	4 1%	116 22%acd	12 9%a	20 6%a	11 14%ad	14 25%acd	- -	- -	5 38%	18 6%	6 1%	95 20%j	48 13%j
Mean	5.26	6.44bcdef	4.39	5.43bef	5.86bef	4.02	4.01	6.95	7.74	3.55	4.86	6.45kl	4.70	4.86

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 15

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Your own political views**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.13	1.56	2.30	2.29	1.94	1.75	1.86	2.86	2.57	2.63	1.39	1.62	2.38	2.03
Standard error	0.05	0.07	0.10	0.21	0.10	0.19	0.24	1.43	1.15	0.70	0.08	0.07	0.11	0.10

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 15

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**Your own political views**

**Base: All respondents**

Q.5 Generally speaking, do you think of yourself as...?												
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	61 3%	1 *	30 5%ak	5 3%a	2 3%a	-	4 2%a	2 4%a	-	10 27%abcdfgjk	3 4%a	5 1%
1	44 2%	1 *	25 4%afk	4 2%a	5 9%afk	-	1 *	1 1%	-	4 12%abcfk	1 2%	2 1%
2	111 6%	- -	75 13%acfk	9 5%a	5 8%afk	-	4 2%a	5 11%afk	-	2 6%a	2 4%a	9 2%a
3	142 7%	6 1%	70 12%afk	16 10%af	3 5%	-	6 3%	10 20%adfk	-	2 6%a	5 9%a	24 7%a
4	131 7%	6 1%	58 10%aj	19 12%afjk	10 18%afjk	* 8%	10 5%a	6 11%aj	-	1 3%	-	21 6%a
5	791 39%	124 25%	199 34%a	54 33%	26 47%a	2 51%	73 35%a	21 41%a	3 33%	12 34%	38 66%abcfgi	240 68%abcd gi
6	216 11%	86 17%bgjk	34 6%	21 13%bgj	4 7%	-	37 18%bgjk	* 1%	-	2 6%	* 1%	31 9%
7	214 11%	119 24%bcdfgijk	37 6%	9 5%	-	-	25 12%bdk	4 8%	1 8%	1 4%	3 5%	16 5%
8	173 9%	97 20%bcdgijk	29 5%k	11 7%k	2 3%	-	27 13%bgjk	* 1%	-	1 2%	1 1%	6 2%
9	58 3%	32 6%bk	10 2%k	5 3%k	-	-	10 5%bk	-	-	-	1 1%	-
10 - Very right wing	72 4%	23 5%k	17 3%k	9 5%k	* 1%	2 40%	12 6%k	1 1%	5 59%	-	4 6%k	-
NET: (8-10)	304 15%	151 31%bcdgijk	56 10%k	26 16%dgik	2 4%	2 40%	50 24%bdgijk	1 2%	5 59%	1 2%	5 8%k	6 2%
NET: (6-7)	430 21%	205 41%bcdfgijk	71 12%	30 18%	4 7%	-	61 29%bcdgijk	4 9%	1 8%	4 10%	4 6%	47 13%
NET: (3-4)	273 14%	12 2%	127 22%afk	35 22%afk	13 23%af	* 8%	16 8%a	16 32%afijk	-	3 9%a	5 9%a	45 13%a
NET: (0-2)	216 11%	2 *	130 22%acfk	17 11%ak	11 20%afk	-	9 4%a	8 16%afk	-	16 45%abcdfgjk	6 11%a	16 4%a
Mean	5.26	6.67bcdfgijk	4.40i	5.14bdgi	4.17i	6.94	6.01bcdgijk	4.16i	8.11	3.02	4.89i	4.87bdgi

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

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 15

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Your own political views**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard deviation	2.13	1.56	2.26	2.23	1.77	2.85	1.99	1.78	2.48	2.47	2.07	1.18
Standard error	0.05	0.07	0.09	0.17	0.23	1.27	0.14	0.24	1.01	0.40	0.29	0.06

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 15

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**Your own political views**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	61 3%	3 2%	2 2%	12 5%	5 3%	7 4%	5 4%	7 3%	9 4%	4 2%	4 2%	4 3%
1	44 2%	8 5% <sup>l</sup>	3 3%	3 1%	4 2%	4 2%	3 2%	4 2%	8 3%	2 1%	3 1%	2 2%
2	111 6%	15 8% <sup>DI</sup>	6 6%	18 8% <sup>DI</sup>	5 3%	9 5%	8 8%	8 4%	11 4%	7 3%	17 9% <sup>DI</sup>	8 5%
3	142 7%	9 5%	6 7%	20 9%	11 6%	11 6%	7 7%	15 8%	23 9%	20 8%	12 6%	10 6%
4	131 7%	26 15% <sup>BCEF GHIK</sup>	4 4%	17 7%	15 8%	7 4%	5 5%	6 3%	11 4%	18 7%	14 8%	7 4%
5	791 39%	71 40%	36 39%	80 34%	85 48% <sup>CHK</sup>	74 40%	46 43%	88 47% <sup>CH</sup>	81 32%	108 42% <sup>H</sup>	68 37%	54 35%
6	216 11%	9 5%	12 14% <sup>AG</sup>	24 10%	21 12% <sup>AG</sup>	23 13% <sup>AG</sup>	11 11%	9 5%	33 13% <sup>AG</sup>	29 11% <sup>AG</sup>	22 12% <sup>AG</sup>	21 14% <sup>AG</sup>
7	214 11%	13 8%	7 7%	22 9%	13 7%	28 15% <sup>DJ</sup>	7 7%	28 15% <sup>DJ</sup>	35 14% <sup>J</sup>	31 12% <sup>J</sup>	9 5%	21 13% <sup>J</sup>
8	173 9%	8 4%	9 10%	20 8%	14 8%	11 6%	11 10%	19 10%	21 8%	23 9%	16 9%	23 14% <sup>AE</sup>
9	58 3%	6 3%	-	10 4%	3 2%	6 3%	-	2 1%	12 5%	4 2%	12 7% <sup>BFGI K</sup>	2 1%
10 - Very right wing	72 4%	9 5% <sup>D</sup>	6 7% <sup>D</sup>	10 4%	1 1%	6 3%	3 3%	3 2%	10 4%	12 5% <sup>D</sup>	6 3%	4 2%
NET: (8-10)	304 15%	22 13%	15 16%	40 17%	19 11%	24 13%	14 13%	24 13%	43 17%	39 15%	34 18%	29 18%
NET: (6-7)	430 21%	22 12%	19 21%	46 19%	34 19%	51 27% <sup>AJ</sup>	19 18%	37 20%	68 27% <sup>AJ</sup>	60 23% <sup>A</sup>	32 17%	42 27% <sup>A</sup>
NET: (3-4)	273 14%	35 20% <sup>EGK</sup>	10 11%	37 16%	25 14%	18 10%	13 12%	21 11%	33 13%	38 15%	26 14%	17 11%
NET: (0-2)	216 11%	26 15% <sup>l</sup>	11 12% <sup>l</sup>	33 14% <sup>l</sup>	14 8%	20 10%	15 15% <sup>l</sup>	18 10%	28 11% <sup>l</sup>	13 5%	24 13% <sup>l</sup>	14 9%

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

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

Prepared by ComRes



**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 15

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Your own political views**

**Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Mean	5.26	4.95	5.31	5.16	5.10	5.35	4.97	5.21	5.39	5.50AF	5.25	5.51A
Standard deviation	2.13	2.20	2.21	2.36	1.82	2.12	2.15	2.02	2.28	1.92	2.22	2.05
Standard error	0.05	0.17	0.23	0.15	0.13	0.16	0.21	0.15	0.15	0.11	0.16	0.17

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 16

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**David Cameron**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	57 3%	28 3%	29 3%	8 3%	10 3%	12 3%	8 2%	12 4%	8 2%	6 1%	12 2%	18 4% <sub>i</sub>	21 5% <sub>ij</sub>	45 2%	9 2%	6 1%	22 4% <sub>mn</sub>	8 3%	12 7% <sub>mn</sub>
1	22 1%	15 2%	7 1%	2 1%	5 2%	6 2%	4 1%	1 *	3 1%	5 1%	5 1%	9 2%	3 1%	20 1%	10 2% <sub>o</sub>	8 1%	2 *	1 *	2 1%
2	46 2%	22 2%	23 2%	10 4% <sub>fh</sub>	13 4% <sub>fh</sub>	11 3% <sub>fh</sub>	2 1%	6 2%	3 1%	11 2%	20 3%	7 2%	8 2%	46 2%	11 2%	15 3%	4 1%	15 5% <sub>oq</sub>	-
3	52 3%	23 2%	28 3%	12 5%	9 3%	10 3%	6 2%	6 2%	8 2%	11 2%	12 2%	11 3%	18 4%	51 3%	14 3%	17 3%	13 3%	7 2%	1 1%
4	58 3%	22 2%	36 3%	12 5%	14 4% <sub>h</sub>	6 2%	7 2%	12 4%	7 2%	18 3%	17 3%	10 2%	13 3%	56 3%	11 2%	14 3%	19 4%	12 4%	3 1%
5	408 20%	163 16%	245 24% <sub>a</sub>	84 35% <sub>efg</sub> h	80 25% <sub>gh</sub>	80 21% <sub>h</sub>	62 18%	49 16%	54 13%	76 14%	113 19% <sub>i</sub>	104 25% <sub>i</sub>	115 25% <sub>i</sub>	371 20%	100 20%	123 23%	101 20%	48 16%	37 21%
6	185 9%	105 11%	80 8%	23 9%	35 11%	47 12% <sub>gh</sub>	29 8%	21 7%	31 7%	51 9%	47 8%	49 11%	38 8%	176 10%	55 11% <sub>q</sub>	45 8%	46 9%	30 10%	9 5%
7	277 14%	158 16% <sub>b</sub>	119 12%	27 11%	47 15%	57 15%	48 14%	42 14%	57 13%	106 20% <sub>ijkl</sub>	86 15% <sub>l</sub>	43 10%	42 9%	255 14%	76 15%	78 15%	71 14%	31 11%	22 12%
8	363 18%	184 19%	178 17%	28 12%	49 15%	71 18%	65 19%	58 19%	92 22% <sub>cd</sub>	129 24% <sub>kl</sub>	117 20% <sub>kl</sub>	51 12%	65 14%	327 18%	99 19%	94 18%	78 15%	56 19%	36 20%
9	236 12%	122 12%	114 11%	18 7%	27 8%	41 11%	51 15% <sub>cd</sub>	36 12%	64 15% <sub>cd</sub>	65 12%	81 14%	42 10%	48 10%	216 12%	53 10%	50 9%	75 15% <sub>n</sub>	38 13%	20 12%
10 - Very right wing	310 15%	144 15%	166 16%	18 8%	32 10%	42 11%	60 17% <sub>cde</sub>	60 20% <sub>cde</sub>	98 23% <sub>cde</sub>	64 12%	72 12%	80 19% <sub>ij</sub>	94 20% <sub>ij</sub>	275 15%	72 14%	82 15%	74 15%	46 16%	36 20%
NET: (8-10)	909 45%	451 46%	459 45%	65 27%	109 34%	153 40% <sub>c</sub>	175 51% <sub>cde</sub>	154 51% <sub>cde</sub>	254 60% <sub>cde</sub>	259 48%	270 46%	173 41%	208 45%	818 44%	224 44%	226 43%	227 45%	140 48%	92 52%
NET: (6-7)	462 23%	263 27% <sub>b</sub>	199 19%	49 20%	82 26%	104 27% <sub>h</sub>	76 22%	63 21%	88 21%	158 29% <sub>ijkl</sub>	134 23% <sub>l</sub>	92 22%	79 17%	431 23%	131 26%	123 23%	117 23%	61 21%	31 18%
NET: (3-4)	110 5%	46 5%	64 6%	24 10% <sub>efh</sub>	23 7%	16 4%	14 4%	18 6%	15 4%	28 5%	29 5%	21 5%	31 7%	106 6%	25 5%	31 6%	32 6%	18 6%	4 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 16

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**David Cameron**

**Base: All respondents**

	Gender			Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)	
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176	
NET:	(0-2)	124 6%	65 7%	59 6%	20 8%h	28 9%fh	29 8%h	15 4%	19 6%	13 3%	22 4%	37 6%	34 8%i	31 7%	111 6%	30 6%	29 5%	28 6%	24 8%	13 8%
Mean	6.81	6.87	6.76	5.86	6.26	6.58c e	7.15cd e	7.04cd e	7.57cd efg	7.05kl	6.84	6.59	6.71	6.80	6.81	6.77	6.81	6.81	6.98	
Standard deviation	2.43	2.41	2.45	2.36	2.43	2.40	2.33	2.54	2.21	2.10	2.34	2.66	2.66	2.41	2.34	2.33	2.48	2.54	2.69	
Standard error	0.05	0.08	0.07	0.20	0.13	0.12	0.12	0.14	0.11	0.08	0.10	0.16	0.12	0.06	0.10	0.10	0.11	0.15	0.20	

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 16

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**David Cameron**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democ- rat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	57 3%	6 1%	31 6%ac	* *	10 3%	1 2%	3 5%ac	- -	- -	- -	4 1%	9 2%	23 5%jl	6 2%
1	22 1%	5 1%	6 1%	2 2%	7 2%	- -	1 1%	- -	- -	- -	- -	6 1%	10 2%	3 1%
2	46 2%	4 1%	11 2%	2 1%	15 4%a	1 1%	- -	- -	- -	2 14%	5 2%	13 2%	11 2%	5 1%
3	52 3%	7 1%	18 3%	* *	11 3%	2 2%	- -	- -	1 14%	- -	10 3%	7 1%	19 4%j	9 3%
4	58 3%	16 3%	7 1%	2 2%	19 5%b	- -	1 1%	- -	- -	- -	10 3%	20 3%	12 3%	7 2%
5	408 20%	76 15%	72 14%	12 9%	77 22%abc	15 20%	7 12%	- -	- -	1 4%	141 45%	89 15%	66 14%	48 13%
6	185 9%	57 11%b	28 5%	19 15%b	48 13%b	7 10%	4 6%	- -	1 19%	1 6%	23 7%	70 12%k	33 7%	36 10%
7	277 14%	110 22%bdf	56 11%	21 16%	34 10%	9 12%	4 8%	- -	1 18%	3 20%	26 8%	110 19%k	54 11%	56 15%
8	363 18%	120 24%cd	103 20%cd	28 22%cd	41 12%	16 22%cd	11 19%	2 41%	- -	2 11%	40 13%	127 22%	84 18%	73 20%
9	236 12%	59 12%	81 16%cd	21 16%cd	28 8%	11 14%	9 16%	* 10%	1 10%	4 27%	23 7%	74 13%	57 12%	58 16%
10 - Very right wing	310 15%	50 10%	108 21%a	22 17%	64 18%a	12 16%	18 31%ad	2 49%	3 39%	3 18%	30 10%	58 10%	99 21%j	65 18%j
NET: (8-10)	909 45%	228 45%	292 56%ad	71 55%cd	134 38%	39 52%cd	37 66%ad	5 100%	3 49%	8 56%	93 30%	259 44%	240 51%	196 53%j
NET: (6-7)	462 23%	167 33%bdf	84 16%	40 31%bf	82 23%b	16 22%	8 14%	- -	2 36%	4 26%	49 16%	180 31%k	86 18%	93 25%k
NET: (3-4)	110 5%	23 4%	25 5%	2 2%	29 8%ac	2 2%	1 1%	- -	1 14%	- -	20 7%	27 5%	31 7%	16 4%
NET: (0-2)	124 6%	14 3%	48 9%a	4 3%	33 9%a	2 3%	4 7%	- -	- -	2 14%	9 3%	28 5%	44 9%jl	14 4%
Mean	6.81	7.03d	7.04d	7.48ad	6.42	7.19d	7.64ad	9.08	7.61	7.36	6.19	6.91	6.87	7.29jk

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 16

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**David Cameron**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.43	1.97	2.79	1.98	2.64	2.21	2.66	1.06	2.67	2.61	2.08	2.13	2.80	2.25
Standard error	0.05	0.09	0.12	0.18	0.14	0.24	0.34	0.53	1.20	0.70	0.12	0.09	0.13	0.12

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 16

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**David Cameron**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	57 3%	8 2%	32 5%ack	* *	4 8%ack	- -	6 3%	1 1%	- -	- -	3 5%ack	3 1%
1	22 1%	1 *	8 1%a	2 1%	1 1%	- -	9 4%abk	- -	- -	- -	- -	2 *
2	46 2%	4 1%	13 2%	5 3%a	- -	1 25%	12 6%ab	* 1%	- -	* 1%	- -	9 3%
3	52 3%	6 1%	21 4%ac	- -	- -	- -	10 5%ac	2 4%c	2 29%	- -	- -	11 3%
4	58 3%	16 3%	14 2%	4 2%	1 1%	1 17%	12 6%	1 2%	- -	- -	1 2%	9 3%
5	408 20%	73 15%	78 13%	18 11%	9 15%	- -	43 20%b	14 27%abc	- -	6 17%	26 45%abcdfi	142 40%abcdfi
6	185 9%	64 13%bk	33 6%	21 13%b	6 10%	- -	24 12%b	6 11%	1 16%	2 7%	2 4%	26 7%
7	277 14%	101 20%bdfk	70 12%	26 16%f	3 6%	- -	14 7%	6 11%	1 15%	6 16%	5 8%	47 13%g
8	363 18%	107 22%fk	111 19%fk	41 26%fk	7 13%	- -	23 11%	11 21%	- -	5 15%	9 16%	47 13%
9	236 12%	63 13%f	80 14%f	16 10%	10 18%f	* 10%	14 7%	5 10%	1 8%	6 18%f	6 10%	34 10%
10 - Very right wing	310 15%	51 10%	124 21%ak	28 17%ak	15 27%ajk	2 49%	41 20%ak	6 12%	3 33%	10 28%ak	6 10%	24 7%
NET: (8-10)	909 45%	222 45%k	315 54%afjk	85 53%fk	32 58%fk	3 59%	78 38%	21 43%	3 41%	22 60%fk	21 37%	105 30%
NET: (6-7)	462 23%	165 33%bdfjk	103 18%	46 29%bjf	9 16%	- -	38 18%	11 22%	2 30%	8 22%	7 11%	74 21%
NET: (3-4)	110 5%	21 4%	35 6%	4 2%	1 1%	1 17%	23 11%acd	3 5%	2 29%	- -	1 2%	20 6%
NET: (0-2)	124 6%	12 2%	53 9%ak	7 5%	5 9%a	1 25%	28 13%acik	1 2%	- -	* 1%	3 5%	14 4%
Mean	6.81	7.06fjk	6.98fk	7.31fjk	7.25fk	6.92	6.18	6.78	6.84	7.91afgjk	6.34	6.24

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

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Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 16

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**David Cameron**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard deviation	2.43	1.97	2.79	2.07	2.90	3.96	2.88	2.12	3.03	1.88	2.36	2.04
Standard error	0.05	0.09	0.12	0.16	0.38	1.77	0.21	0.28	1.24	0.30	0.33	0.11

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

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**David Cameron**

**Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	57 3%	12 7%EGHI	4 4%E	13 5%EH	6 3%	1 *	5 5%E	2 1%	4 1%	5 2%	4 2%	3 2%
1	22 1%	2 1%	1 1%	- -	1 1%	4 2%C	* *	* *	3 1%	6 3%C	1 *	3 2%
2	46 2%	- -	- -	2 1%	2 1%	7 4%A	11 10%ABCD GHJ	1 1%	6 2%	5 2%	4 2%	6 4%A
3	52 3%	1 1%	1 1%	7 3%	5 3%	8 4%I	1 1%	4 2%	13 5%AI	1 1%	6 3%	4 3%
4	58 3%	3 1%	3 3%	6 3%	10 5%E	1 *	4 4%	6 3%	6 2%	5 2%	8 4%E	7 5%E
5	408 20%	37 21%	13 15%	41 17%	47 26%CHJ	37 20%	20 19%	59 31%BCE HJK	43 17%	58 22%	28 15%	27 17%
6	185 9%	9 5%	5 6%	28 12%A	13 8%	19 10%	12 11%	15 8%	26 10%	29 11%	18 10%	11 7%
7	277 14%	22 12%	13 14%	30 12%	28 16%	27 14%	10 10%	25 13%	37 15%	39 15%	20 11%	26 17%
8	363 18%	36 20%	21 23%	34 14%	23 13%	36 19%	21 20%	28 15%	51 20%	48 19%	35 19%	30 19%
9	236 12%	20 12%	12 13%	37 16%G	25 14%	22 12%	8 7%	13 7%	29 12%	24 9%	30 16%GI	14 9%
10 - Very right wing	310 15%	36 20%D	18 20%D	38 16%	18 10%	24 13%	15 14%	33 18%	35 14%	38 15%	31 17%	24 16%
NET: (8-10)	909 45%	92 52%DG	52 56%DGI	109 46%	66 37%	83 44%	44 41%	75 40%	115 45%	110 42%	96 52%DG	69 44%
NET: (6-7)	462 23%	31 18%	18 20%	57 24%	42 23%	46 25%	22 21%	40 21%	64 25%	67 26%	38 21%	37 24%
NET: (3-4)	110 5%	4 2%	4 4%	14 6%	15 8%AI	9 5%	5 4%	11 6%	19 7%AI	6 3%	14 7%AI	11 7%AI

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

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



## Voting Intentions Survey

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**David Cameron**

**Base: All respondents**

	Total	Region											
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)	
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156	
NET:	(0-2)	124 6%	13 8%G	4 5%	15 6%	9 5%	13 7%	16 15%BCDE GHJ	4 2%	13 5%	17 7%	8 4%	12 8%
Mean	6.81	6.98	7.28DF	6.85	6.53	6.77	6.28	6.78	6.83	6.78	7.11DF	6.75	
Standard deviation	2.43	2.69	2.44	2.59	2.34	2.34	2.76	2.21	2.34	2.35	2.36	2.46	
Standard error	0.05	0.20	0.25	0.17	0.17	0.18	0.27	0.17	0.15	0.14	0.17	0.20	

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

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**Ed Miliband**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	174 9%	82 8%	91 9%	7 3%	14 4%	32 8% <sup>c</sup>	26 8%	32 11% <sup>cd</sup>	62 15% <sup>cdef</sup>	47 9%	42 7%	27 6%	58 12% <sup>ijk</sup>	163 9%	47 9%	52 10%	42 8%	23 8%	10 6%
1	149 7%	93 9% <sup>b</sup>	56 5%	4 2%	6 2%	21 6% <sup>d</sup>	26 7% <sup>cd</sup>	32 10% <sup>cde</sup>	61 14% <sup>cdef</sup>	42 8%	46 8%	37 9%	23 5%	144 8%	30 6%	54 10% <sup>mq</sup>	36 7%	24 8% <sup>q</sup>	5 3%
2	229 11%	117 12%	112 11%	17 7%	19 6%	40 10% <sup>d</sup>	44 13% <sup>d</sup>	37 12% <sup>d</sup>	73 17% <sup>cde</sup>	74 14%	63 11%	41 10%	52 11%	217 12%	59 12%	65 12%	56 11%	37 13%	12 7%
3	221 11%	110 11%	110 11%	17 7%	26 8%	48 13%	41 12%	35 12%	53 12%	79 14% <sup>kl</sup>	66 11%	31 7%	46 10%	201 11%	57 11%	49 9%	65 13%	30 10%	20 11%
4	250 12%	135 14%	115 11%	39 16%	32 10%	42 11%	50 15%	37 12%	50 12%	77 14%	79 14%	39 9%	55 12%	232 13%	66 13%	66 12%	69 14%	31 11%	18 10%
5	534 27%	212 22%	322 31% <sup>a</sup>	98 40% <sup>efg</sup>	99 31% <sup>h</sup>	109 29% <sup>h</sup>	91 26% <sup>h</sup>	74 25% <sup>h</sup>	62 15%	118 22%	164 28% <sup>i</sup>	118 28%	134 29% <sup>i</sup>	482 26%	125 25%	147 28%	133 26%	76 26%	52 30%
6	175 9%	97 10%	78 8%	26 11% <sup>h</sup>	39 12% <sup>gh</sup>	35 9% <sup>h</sup>	35 10% <sup>h</sup>	19 6%	21 5%	50 9%	43 7%	46 11%	36 8%	151 8%	37 7%	45 8%	40 8%	29 10%	25 14% <sup>mo</sup>
7	113 6%	62 6%	50 5%	12 5%	35 11% <sup>efgh</sup>	20 5%	13 4%	14 5%	18 4%	21 4%	31 5%	44 10% <sup>ijl</sup>	16 4%	100 5%	27 5%	24 4%	31 6%	18 6%	13 7%
8	70 3%	26 3%	44 4%	7 3%	27 8% <sup>cefg</sup>	15 4%	5 1%	9 3%	7 2%	20 4%	14 2%	14 3%	22 5%	59 3%	30 6% <sup>no</sup>	12 2%	9 2%	8 3%	10 6% <sup>no</sup>
9	42 2%	23 2%	19 2%	6 2%	13 4% <sup>f</sup>	9 2%	2 1%	5 2%	7 2%	7 1%	14 2%	16 4% <sup>il</sup>	5 1%	36 2%	11 2%	8 2%	10 2%	7 2%	6 4%
10 - Very right wing	56 3%	27 3%	29 3%	8 3%	12 4%	11 3%	10 3%	8 3%	8 2%	7 1%	21 4% <sup>i</sup>	11 3%	17 4% <sup>i</sup>	53 3%	21 4%	9 2%	14 3%	8 3%	3 2%
NET: (8-10)	168 8%	77 8%	92 9%	21 9%	52 16% <sup>efgh</sup>	34 9%	17 5%	22 7%	23 5%	34 6%	49 8%	41 10%	44 9%	148 8%	63 12% <sup>no</sup>	29 5%	34 7%	23 8%	20 11% <sup>n</sup>
NET: (6-7)	288 14%	160 16% <sup>b</sup>	128 12%	38 16%	74 23% <sup>efgh</sup>	55 14% <sup>h</sup>	49 14%	33 11%	39 9%	72 13%	74 13%	90 21% <sup>ijl</sup>	52 11%	250 14%	64 13%	69 13%	70 14%	47 16%	38 21% <sup>mno</sup>
NET: (3-4)	471 23%	246 25%	226 22%	57 23%	58 18%	90 24%	91 27% <sup>d</sup>	73 24%	103 24%	156 29% <sup>kl</sup>	145 25% <sup>k</sup>	70 17%	101 22%	433 24%	123 24%	115 22%	134 26%	61 21%	38 22%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 17

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**Ed Miliband**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
NET:	(0-2) 27%	293 30%	260 25%	28 12%	39 12%	93 24%cd	95 28%cd	101 33%cde	196 46%cde fg	163 30%	152 26%	105 25%	133 29%	524 29%	136 27%q	170 32%q	134 27%q	84 29%q	28 16%
Mean	4.11	4.02	4.20	4.83ef gh	5.20ef gh	4.23gh	3.95h	3.76h	3.16	3.82	4.16i	4.51il	4.04	4.05	4.26n	3.82	4.05	4.13	4.75mnop
Standard deviation	2.41	2.44	2.38	1.97	2.28	2.38	2.23	2.44	2.43	2.25	2.39	2.46	2.51	2.41	2.55	2.33	2.34	2.42	2.26
Standard error	0.05	0.08	0.07	0.17	0.12	0.12	0.12	0.13	0.12	0.08	0.11	0.15	0.12	0.06	0.11	0.10	0.10	0.14	0.17

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 17

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Ed Miliband**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democ- rat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	174	71	24	3	50	1	4	-	2	1	18	93	23	20
	9%	14%bce	5%	3%	14%bce	1%	8%	-	24%	10%	6%	16%kl	5%	5%
1	149	61	28	4	40	2	3	-	-	1	17	71	26	22
	7%	12%bce	5%	3%	11%bce	2%	5%	-	-	4%	5%	12%kl	6%	6%
2	229	87	63	11	39	3	1	2	-	2	21	98	61	32
	11%	17%bcdef	12%f	9%	11%	4%	2%	41%	-	14%	7%	17%l	13%	9%
3	221	53	63	13	41	10	9	1	2	*	22	68	51	45
	11%	10%	12%	10%	12%	14%	16%	18%	36%	3%	7%	12%	11%	12%
4	250	60	78	13	38	13	2	-	-	3	33	63	59	57
	12%	12%	15%f	10%	11%	17%f	4%	-	-	20%	11%	11%	13%	15%
5	534	95	121	30	70	27	15	-	3	4	158	101	102	94
	27%	19%	23%	23%	20%	36%abd	27%	-	39%	28%	50%	17%	22%	25%j
6	175	28	52	19	25	16	9	-	-	1	20	36	53	40
	9%	6%	10%a	15%ad	7%	21%abd	16%ad	-	-	9%	6%	6%	11%j	11%j
7	113	30	24	17	22	3	3	-	-	2	8	25	35	27
	6%	6%	5%	13%abd	6%	4%	6%	-	-	12%	2%	4%	7%	7%
8	70	12	25	9	11	-	4	-	-	-	10	15	23	14
	3%	2%	5%	7%a	3%	-	7%e	-	-	-	3%	3%	5%	4%
9	42	6	22	3	7	1	3	-	-	-	*	7	18	9
	2%	1%	4%a	3%	2%	1%	6%a	-	-	-	*	1%	4%j	2%
10 - Very right wing	56	8	19	7	12	1	2	2	-	-	6	7	17	9
	3%	1%	4%	5%a	4%	1%	3%	41%	-	-	2%	1%	4%j	2%
NET: (8-10)	168	25	66	19	31	2	9	2	-	-	17	29	59	31
	8%	5%	13%ae	15%ae	9%	2%	15%ae	41%	-	-	5%	5%	13%j	9%
NET: (6-7)	288	58	77	36	47	18	12	-	-	3	28	61	87	67
	14%	11%	15%	28%abd	13%	25%ad	22%a	-	-	21%	9%	10%	19%j	18%j
NET: (3-4)	471	112	141	26	79	23	12	1	2	3	55	130	110	102
	23%	22%	27%	20%	22%	31%	20%	18%	36%	24%	18%	22%	23%	28%
NET: (0-2)	552	220	116	18	128	5	9	2	2	4	56	261	110	73
	27%	43%bcef	22%e	14%	36%bcef	7%	15%	41%	24%	27%	18%	45%kl	23%	20%
Mean	4.11	3.34	4.48ad	5.18abd	3.72	4.71ad	4.82ad	5.43	3.05	4.01	4.37	3.21	4.55j	4.42j

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 17

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Ed Miliband**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.41	2.41	2.41	2.33	2.65	1.54	2.52	4.27	2.11	2.14	1.97	2.40	2.46	2.26
Standard error	0.05	0.11	0.11	0.21	0.14	0.17	0.33	2.13	0.94	0.57	0.11	0.10	0.11	0.12

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 17

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**Ed Miliband**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	174 9%	80 16%bcgk	29 5%	8 5%	3 6%	-	33 16%bcgk	1 1%	2 20%	2 6%	7 11%k	10 3%
1	149 7%	62 13%bck	33 6%	5 3%	2 4%	-	24 11%bck	2 3%	1 17%	2 5%	1 2%	16 5%
2	229 11%	78 16%dgk	77 13%dk	15 9%	1 3%	-	25 12%	2 4%	-	2 5%	5 8%	24 7%
3	221 11%	63 13%	70 12%	18 11%	8 14%	1 18%	19 9%	4 7%	2 30%	3 7%	4 7%	30 8%
4	250 12%	56 11%	83 14%	23 14%	4 7%	-	23 11%	7 14%	-	6 16%	7 11%	43 12%
5	534 27%	77 16%	137 23%a	37 23%	19 34%a	-	42 20%	24 47%abcfi	3 33%	8 21%	28 47%abcfi	162 46%abcfi
6	175 9%	27 5%	54 9%a	24 15%afj	8 15%afj	-	9 4%	9 18%afj	-	7 18%afj	-	37 11%afj
7	113 6%	24 5%	34 6%	12 7%	2 3%	1 17%	13 6%	2 4%	-	3 8%	3 5%	20 6%
8	70 3%	11 2%	28 5%	7 4%	4 8%a	1 25%	5 2%	-	-	1 2%	2 4%	10 3%
9	42 2%	7 1%	22 4%ak	3 2%	3 5%k	-	5 2%	-	-	2 4%k	-	1 *
10 - Very right wing	56 3%	8 2%	18 3%k	9 6%ak	2 3%	2 40%	11 5%ak	1 1%	-	2 7%ak	3 5%k	1 *
NET: (8-10)	168 8%	27 5%	68 12%agk	20 12%agk	9 16%agk	3 65%	20 10%k	1 1%	-	5 13%gk	5 8%	13 4%
NET: (6-7)	288 14%	51 10%	88 15%a	36 22%afj	10 18%	1 17%	22 10%	11 22%aj	-	10 27%afj	3 5%	58 16%a
NET: (3-4)	471 23%	119 24%	152 26%	41 26%	11 20%	1 18%	42 20%	10 21%	2 30%	8 23%	10 18%	73 20%
NET: (0-2)	552 27%	221 45%bcdgijk	139 24%gk	28 17%	7 12%	-	82 39%bcdgijk	4 9%	3 37%	5 15%	13 22%	50 14%
Mean	4.11	3.20	4.40af	4.77af	4.93af	7.73	3.68	4.73af	2.71	5.01af	4.30a	4.52af
Standard deviation	2.41	2.45	2.39	2.40	2.35	2.81	2.79	1.51	2.06	2.51	2.36	1.73

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

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 17

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Ed Miliband**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard error	0.05	0.11	0.10	0.19	0.31	1.26	0.20	0.20	0.84	0.40	0.33	0.09

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 17

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**Ed Miliband**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	174 9%	10 6%	6 6%	25 11%F	11 6%	17 9%	3 3%	18 10%	21 8%	26 10%	20 11%F	17 11%F
1	149 7%	5 3%	7 8%	19 8%AH	10 6%	22 12%AH	5 5%	16 8%	8 3%	22 9%AH	18 10%AH	16 10%AH
2	229 11%	12 7%	4 5%	35 15%AB	17 9%	16 9%	15 14%	24 13%	25 10%	34 13%B	22 12%	25 16%AB
3	221 11%	20 11%	18 20%CGI K	25 10%	22 12%	19 10%	9 9%	17 9%	29 11%	28 11%	21 11%	13 8%
4	250 12%	18 10%	10 11%	38 16%	22 12%	21 11%	11 10%	23 12%	34 14%	32 12%	20 11%	22 14%
5	534 27%	52 30%	23 26%	51 22%	59 33%CHJ	49 26%	35 33%H	61 33%CH	52 21%	73 28%	40 22%	37 24%
6	175 9%	25 14%CI	6 7%	14 6%	20 11%I	18 9%	8 7%	17 9%	24 10%	13 5%	21 11%I	11 7%
7	113 6%	13 7%	7 7%	16 7%	8 5%	11 6%	10 10%G	4 2%	14 6%	12 5%	8 4%	8 5%
8	70 3%	10 6%CK	1 1%	4 2%	4 2%	8 4%	2 2%	3 2%	23 9%BCDG IJK	8 3%	6 3%	1 1%
9	42 2%	6 4%I	5 5%DGI	4 2%	1 1%	2 1%	2 2%	2 1%	9 4%I	2 1%	5 3%	4 3%
10 - Very right wing	56 3%	3 2%	4 5%	6 3%	4 2%	4 2%	5 5%	4 2%	13 5%	9 3%	3 2%	1 1%
NET: (8-10)	168 8%	20 11%GK	10 11%	14 6%	9 5%	14 7%	9 9%	9 5%	45 18%CDEG IJK	18 7%	14 7%	7 4%
NET: (6-7)	288 14%	38 21%CGI	13 14%	29 12%	28 16%	29 15%	18 17%	21 11%	39 15%	26 10%	29 16%	19 12%
NET: (3-4)	471 23%	38 22%	28 31%	62 26%	44 25%	40 21%	20 19%	40 21%	63 25%	60 23%	41 22%	35 23%

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

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



## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 17

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Ed Miliband**

**Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
NET:	(0-2) 552 27%	28 16%	17 19%	80 34%ABD H	37 21%	55 30%A	24 22%	57 30%A	54 21%	82 32%ABD H	60 33%ABD H	58 37%ABDFH
Mean	4.11	4.75CD EGlJK	4.43CK	3.76	4.23K	3.98	4.59CG lJK	3.84	4.67CE GIJK	3.86	3.86	3.60
Standard deviation	2.41	2.26	2.53	2.41	2.12	2.42	2.31	2.25	2.64	2.40	2.45	2.31
Standard error	0.05	0.17	0.26	0.16	0.16	0.19	0.23	0.17	0.17	0.14	0.18	0.19

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 18

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Nick Clegg**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	72 4%	44 4%	28 3%	2 1%	14 4%	12 3%	11 3%	15 5% <sup>c</sup>	18 4%	16 3%	29 5%	8 2%	20 4%	64 3%	19 4%	26 5%	13 3%	6 2%	8 5%
1	53 3%	31 3%	22 2%	5 2%	12 4% <sup>e</sup>	5 1%	8 2%	8 3%	16 4% <sup>ee</sup>	12 2%	9 2%	18 4% <sup>aj</sup>	13 3%	50 3%	23 4% <sup>p</sup>	11 2%	11 2%	4 1%	3 2%
2	82 4%	47 5%	35 3%	6 3%	12 4%	19 5%	12 3%	16 5%	17 4%	22 4%	30 5%	13 3%	17 4%	80 4%	27 5% <sup>oq</sup>	27 5% <sup>q</sup>	13 3%	13 5%	2 1%
3	130 6%	82 8% <sup>b</sup>	47 5%	14 6%	13 4%	32 8% <sup>d</sup>	19 6%	19 6%	32 8%	39 7%	34 6%	26 6%	31 7%	117 6%	33 6%	34 6%	33 7%	18 6%	12 7%
4	230 11%	119 12%	110 11%	31 13%	23 7%	38 10%	33 10%	36 12%	68 16% <sup>def</sup>	80 15% <sup>kl</sup>	67 12%	37 9%	46 10%	207 11%	59 12%	52 10%	54 11%	42 14%	23 13%
5	813 40%	343 35%	470 46% <sup>a</sup>	112 46%	133 41%	158 41%	146 43%	110 36%	154 36%	210 39%	235 40%	168 40%	200 43%	748 41%	185 36%	213 40%	220 44% <sup>m</sup>	129 44%	65 37%
6	247 12%	120 12%	127 12%	27 11%	32 10%	56 15%	54 16% <sup>dh</sup>	34 11%	44 10%	73 13%	62 11%	63 15%	49 11%	225 12%	59 11%	71 13%	63 12%	32 11%	22 12%
7	169 8%	83 8%	87 8%	20 8%	34 11%	29 8%	26 8%	32 11%	28 7%	45 8%	62 11% <sup>l</sup>	35 8%	27 6%	152 8%	42 8%	48 9%	42 8%	20 7%	17 10%
8	105 5%	55 6%	49 5%	12 5%	27 8% <sup>fh</sup>	20 5%	14 4%	16 5%	15 4%	28 5%	29 5%	27 6%	21 4%	90 5%	33 6%	22 4%	24 5%	12 4%	14 8%
9	42 2%	28 3% <sup>b</sup>	13 1%	6 3%	10 3%	5 1%	7 2%	9 3%	4 1%	6 1%	12 2%	10 2%	14 3% <sup>i</sup>	37 2%	13 3%	9 2%	13 2%	3 1%	5 3%
10 - Very right wing	72 4%	34 3%	38 4%	6 2%	12 4%	8 2%	11 3%	9 3%	27 6% <sup>ee</sup>	11 2%	15 3%	19 5%	26 6% <sup>ij</sup>	67 4%	17 3%	17 3%	19 4%	13 4%	4 2%
NET: (8-10)	218 11%	117 12%	101 10%	24 10%	48 15% <sup>e</sup>	34 9%	32 9%	34 11%	46 11%	46 8%	55 9%	56 13% <sup>i</sup>	61 13% <sup>i</sup>	195 11%	63 12%	49 9%	56 11%	27 9%	23 13%
NET: (6-7)	416 21%	203 21%	213 21%	47 19%	66 21%	86 22%	80 23% <sup>h</sup>	66 22%	71 17%	118 22% <sup>l</sup>	124 21%	98 23% <sup>l</sup>	76 16%	377 21%	101 20%	119 22%	105 21%	52 18%	39 22%
NET: (3-4)	360 18%	202 20% <sup>b</sup>	158 15%	46 19%	36 11%	70 18% <sup>d</sup>	53 15%	54 18% <sup>d</sup>	101 24% <sup>df</sup>	119 22% <sup>kl</sup>	101 17%	63 15%	77 17%	324 18%	92 18%	86 16%	87 17%	59 20%	36 20%
NET: (0-2)	207 10%	123 12% <sup>b</sup>	85 8%	14 6%	39 12%	35 9%	31 9%	39 13% <sup>c</sup>	51 12%	50 9%	68 12%	39 9%	50 11%	194 11%	69 13% <sup>op</sup>	64 12% <sup>o</sup>	37 7%	23 8%	13 8%
Mean	5.06	4.96	5.15	5.19	5.22	5.00	5.11	5.00	4.91	4.96	4.98	5.26	5.08	5.05	4.98	4.96	5.19	5.07	5.17

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 18

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Nick Clegg**

**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
Standard deviation	2.05	2.19	1.91	1.74	2.21	1.88	1.95	2.17	2.22	1.88	2.06	2.07	2.20	2.05	2.19	2.08	1.96	1.88	2.07
Standard error	0.05	0.07	0.06	0.15	0.12	0.09	0.10	0.12	0.11	0.07	0.09	0.12	0.10	0.05	0.10	0.09	0.09	0.11	0.16

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 18

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Nick Clegg**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democ- rat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	72 4%	19 4%	16 3%	2 2%	24 7%b	1 1%	2 4%	-	2 32%	-	7 2%	30 5%	17 4%	12 3%
1	53 3%	14 3%	12 2%	-	24 7%abc	2 2%	-	-	-	-	2 1%	26 4%l	9 2%	4 1%
2	82 4%	26 5%c	20 4%	1 *	17 5%	* 1%	-	-	2 29%	3 23%	14 5%	23 4%	20 4%	8 2%
3	130 6%	43 8%b	20 4%	7 5%	37 10%be	2 2%	2 3%	-	-	-	12 4%	51 9%k	20 4%	20 5%
4	230 11%	80 16%b	43 8%	18 14%	40 11%	9 12%	6 10%	* 8%	-	1 9%	28 9%	84 14%k	36 8%	51 14%k
5	813 40%	184 36%	204 39%	40 31%	116 33%	33 44%	22 39%	-	-	6 41%	196 63%	220 38%	162 35%	142 39%
6	247 12%	60 12%	70 13%	21 16%	35 10%	18 24%abd	8 13%	2 41%	-	2 12%	28 9%	67 11%	63 13%	57 16%
7	169 8%	51 10%d	53 10%d	19 15%d	20 6%	6 8%	7 12%	-	-	2 14%	10 3%	47 8%	58 13%j	33 9%
8	105 5%	26 5%	36 7%	9 7%	15 4%	4 5%	7 12%d	-	-	-	4 1%	26 4%	38 8%j	17 5%
9	42 2%	1 *	15 3%a	10 7%abd	8 2%a	* 1%	3 6%a	* 10%	-	-	1 *	2 *	15 3%j	15 4%j
10 - Very right wing	72 4%	6 1%	31 6%a	2 2%	18 5%a	1 1%	1 1%	2 41%	3 39%	-	9 3%	9 2%	31 7%jl	8 2%
NET: (8-10)	218 11%	32 6%	82 16%a	21 16%a	42 12%a	5 7%	11 19%a	2 51%	3 39%	-	15 5%	37 6%	83 18%jl	40 11%j
NET: (6-7)	416 21%	111 22%d	122 24%d	40 31%d	55 15%	24 32%d	14 25%	2 41%	-	4 27%	38 12%	113 19%	121 26%j	90 25%
NET: (3-4)	360 18%	124 24%b	63 12%	25 19%	78 22%b	10 14%	8 14%	* 8%	-	1 9%	40 13%	134 23%k	56 12%	71 19%k
NET: (0-2)	207 10%	58 11%c	48 9%c	3 2%	65 18%abcef	3 4%	2 4%	-	4 61%	3 23%	24 8%	78 13%l	46 10%	24 7%
Mean	5.06	4.76	5.44ad	5.72ad	4.61	5.31ad	5.67ad	7.76	4.50	4.62	4.92	4.63	5.53j	5.22j

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 18

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Nick Clegg**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.05	1.88	2.16	1.83	2.44	1.45	1.91	2.42	4.88	1.72	1.58	1.99	2.26	1.91
Standard error	0.05	0.08	0.09	0.16	0.13	0.16	0.25	1.21	2.18	0.46	0.09	0.08	0.10	0.10

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 18

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**Nick Clegg**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	72 4%	19 4%	21 4%	1 1%	2 4%	-	17 8%abck	1 1%	3 43%	-	3 5%	5 1%
1	53 3%	13 3%	13 2%	-	-	-	21 10%abcdk	* 1%	-	-	1 1%	5 1%
2	82 4%	23 5%	22 4%	2 1%	-	1 25%	9 4%	2 4%	2 24%	1 4%	1 1%	19 5%
3	130 6%	51 10%bk	24 4%	11 7%	2 3%	-	24 11%bk	1 1%	-	* 1%	2 4%	16 5%
4	230 11%	82 17%bfbk	50 9%	26 16%bk	8 15%	1 25%	20 9%	6 13%	-	2 7%	4 6%	32 9%
5	813 40%	188 38%	223 38%	49 30%	21 38%	-	63 30%	24 48%cf	-	15 41%	29 50%cf	200 57%abcdf
6	247 12%	57 12%	75 13%	28 18%f	8 15%	-	15 7%	8 21%f	-	6 16%	10 16%	37 11%
7	169 8%	39 8%	61 10%fj	21 13%fj	6 10%j	-	9 4%	4 7%	-	3 9%j	-	27 7%
8	105 5%	17 3%	43 7%ak	9 6%	4 8%	-	11 5%	1 2%	-	4 10%k	5 9%	9 3%
9	42 2%	1 *	19 3%ak	9 6%ak	3 6%ak	* 10%	7 3%ak	-	-	1 3%ak	-	1 *
10 - Very right wing	72 4%	4 1%	33 6%ak	4 3%	1 1%	2 40%	13 6%ak	1 1%	3 33%	3 10%ak	4 8%ak	3 1%
NET: (8-10)	218 11%	22 4%	96 16%agk	23 14%ak	8 15%ak	2 50%	31 15%ak	2 4%	3 33%	8 23%agk	9 16%ak	13 4%
NET: (6-7)	416 21%	96 20%f	136 23%f	50 31%afk	14 25%f	-	24 11%	14 28%f	-	9 25%f	10 16%	64 18%
NET: (3-4)	360 18%	132 27%bjk	74 13%	36 23%bk	10 18%	1 25%	43 21%b	7 14%	-	3 8%	6 10%	48 13%
NET: (0-2)	207 10%	55 11%c	55 10%c	4 2%	2 4%	1 25%	47 23%abcdgijk	3 6%	5 67%	1 4%	4 7%	29 8%c
Mean	5.06	4.62	5.43afk	5.59afk	5.50afk	6.43	4.50	5.11	3.75	6.05afgk	5.33a	4.93af
Standard deviation	2.05	1.80	2.19	1.79	1.88	3.91	2.69	1.44	4.74	1.93	2.13	1.49

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 18

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**Nick Clegg**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard error	0.05	0.08	0.09	0.14	0.25	1.75	0.19	0.19	1.94	0.31	0.30	0.08

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

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**Nick Clegg**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	72 4%	8 5%J	3 4%	4 2%	6 3%	9 5%J	4 4%	6 3%	8 3%	10 4%	1 1%	11 7%CJ
1	53 3%	3 2%	1 1%	9 4%	1 1%	3 1%	1 1%	4 2%	8 3%	15 6%DEJ	3 2%	5 3%
2	82 4%	2 1%	2 2%	8 3%	2 1%	14 8%AD	5 5%	8 4%	14 6%A	13 5%A	8 4%	5 3%
3	130 6%	12 7%	6 7%	17 7%	10 5%	8 4%	4 4%	12 6%	18 7%	15 6%	13 7%	14 9%
4	230 11%	23 13%	6 6%	29 12%	19 11%	20 11%	6 6%	13 7%	34 13%	25 10%	36 19%BDF GI	19 12%
5	813 40%	65 37%	39 43%	88 37%	93 52%ACE HIJK	70 37%	56 53%ACE H	82 43%H	80 31%	106 41%	73 39%	62 40%
6	247 12%	22 12%	10 10%	38 16%	16 9%	22 12%	12 11%	32 17%D	29 11%	30 12%	20 11%	17 11%
7	169 8%	17 10%	13 15%CJ	13 5%	16 9%	17 9%	9 9%	18 9%	24 10%	18 7%	10 6%	13 8%
8	105 5%	14 8%	5 6%	11 5%	7 4%	10 5%	3 3%	8 4%	22 9%	11 4%	9 5%	5 3%
9	42 2%	5 3%	2 2%	6 2%	5 3%	4 2%	* *	2 1%	6 2%	7 3%	2 1%	3 2%
10 - Very right wing	72 4%	4 2%	3 4%	13 6%	3 2%	9 5%	4 4%	5 3%	11 4%	6 2%	9 5%	3 2%
NET: (8-10)	218 11%	23 13%	10 11%	30 13%	15 9%	23 12%	8 7%	15 8%	39 15%K	24 9%	19 11%	11 7%
NET: (6-7)	416 21%	39 22%	23 25%	51 21%	31 18%	40 21%	21 20%	50 26%	53 21%	48 19%	31 17%	30 19%
NET: (3-4)	360 18%	36 20%F	12 13%	46 19%	29 16%	29 15%	10 10%	25 13%	52 20%F	41 16%	49 27%BDE FGI	32 21%F

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

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



**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

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**Nick Clegg**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
NET:	(0-2) 10%	13 8%	7 7%	21 9%	9 5%	26 14%D	11 10%	17 9%	30 12%D	39 15%ADJ	12 7%	21 13%D
Mean	5.06	5.17	5.33K	5.18K	5.14	5.06	5.06	5.11	5.14	4.81	5.07	4.67
Standard deviation	2.05	2.07	2.01	2.09	1.74	2.22	1.92	1.88	2.23	2.13	1.86	2.13
Standard error	0.05	0.16	0.21	0.14	0.13	0.17	0.19	0.14	0.14	0.12	0.13	0.17

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

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**Nigel Farage**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	78	30	48	15	19	11	10	11	12	14	21	15	28	67	23	15	24	5	11
	4%	3%	5%	6%	6%	3%	3%	4%	3%	3%	4%	4%	6% <sup>l</sup>	4%	5%	3%	5%	2%	6% <sup>p</sup>
1	45	16	29	1	10	6	11	6	10	11	10	17	8	42	13	13	8	8	3
	2%	2%	3%	*	3%	2%	3%	2%	2%	2%	2%	4%	2%	2%	3%	2%	2%	3%	2%
2	51	15	36	4	3	11	12	12	9	11	10	19	10	44	10	15	11	8	7
	3%	2%	3% <sup>a</sup>	2%	1%	3%	3% <sup>d</sup>	4% <sup>d</sup>	2%	2%	2%	4% <sup>j</sup>	2%	2%	2%	3%	2%	3%	4%
3	81	40	42	17	14	13	10	9	17	18	17	26	20	76	24	24	16	12	5
	4%	4%	4%	7%	4%	3%	3%	3%	4%	3%	3%	6%	4%	4%	5%	5%	3%	4%	3%
4	68	26	43	11	7	13	11	15	12	21	21	13	14	67	13	23	22	9	2
	3%	3%	4%	4%	2%	4%	3%	5%	3%	4%	4%	3%	3%	4%	3%	4%	4%	3%	1%
5	489	180	309	86	87	91	78	65	81	93	134	113	149	449	109	140	131	69	40
	24%	18%	30% <sup>a</sup>	36% <sup>efg</sup>	27% <sup>h</sup>	24%	23%	22%	19%	17%	23% <sup>i</sup>	27% <sup>i</sup>	32% <sup>ij</sup>	24%	21%	26%	26%	24%	23%
6	144	68	76	21	25	28	24	18	28	42	34	34	34	135	36	39	37	24	9
	7%	7%	7%	9%	8%	7%	7%	6%	7%	8%	6%	8%	7%	7%	7%	7%	7%	8%	5%
7	178	103	74	18	24	27	28	31	50	47	50	41	40	169	45	47	44	33	8
	9%	10% <sup>b</sup>	7%	7%	7%	7%	8%	10%	12% <sup>e</sup>	9%	9%	10%	9%	9%	9%	9%	9%	11% <sup>q</sup>	5%
8	241	147	94	16	42	41	39	32	71	90	66	42	43	218	55	65	65	33	23
	12%	15% <sup>b</sup>	9%	7%	13%	11%	11%	10%	17% <sup>ceg</sup>	17% <sup>ijkl</sup>	11%	10%	9%	12%	11%	12%	13%	11%	13%
9	265	154	111	24	40	64	48	44	45	77	98	40	49	239	88	54	60	37	26
	13%	16% <sup>b</sup>	11%	10%	13%	17% <sup>h</sup>	14%	15%	11%	14%	17% <sup>kl</sup>	9%	11%	13%	17% <sup>no</sup>	10%	12%	13%	15%
10 - Very right wing	373	208	164	29	51	75	70	59	88	118	122	64	68	330	94	96	88	52	42
	19%	21% <sup>b</sup>	16%	12%	16%	20%	21% <sup>c</sup>	19%	21% <sup>c</sup>	22% <sup>kl</sup>	21% <sup>l</sup>	15%	15%	18%	18%	18%	18%	18%	24%
NET: (8-10)	879	510	369	69	133	181	158	134	204	285	287	146	161	787	238	214	213	122	92
	44%	52% <sup>b</sup>	36%	29%	41% <sup>c</sup>	47% <sup>c</sup>	46% <sup>c</sup>	44% <sup>c</sup>	48% <sup>c</sup>	53% <sup>kl</sup>	49% <sup>kl</sup>	35%	35%	43%	46%	40%	42%	42%	52% <sup>no</sup>
NET: (6-7)	322	171	151	39	49	54	52	49	78	89	84	74	75	305	81	86	81	57	17
	16%	17%	15%	16%	15%	14%	15%	16%	18%	16%	14%	18%	16%	17%	16%	16%	16%	20% <sup>q</sup>	10%
NET: (3-4)	150	65	84	28	21	27	21	24	28	39	38	39	34	143	37	47	37	22	7
	7%	7%	8%	11%	7%	7%	6%	8%	7%	7%	7%	9%	7%	8%	7%	9%	7%	7%	4%
NET: (0-2)	174	61	113	20	31	29	33	29	32	37	41	51	46	154	46	43	43	21	20
	9%	6%	11% <sup>a</sup>	8%	10%	8%	10%	10%	8%	7%	7%	12% <sup>ij</sup>	10%	8%	9%	8%	9%	7%	12%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

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**Nigel Farage**

**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
Mean	6.59	7.04b	6.15	5.87	6.37	6.79c	6.70c	6.63c	6.85cd	7.02kl	6.90kl	6.09	6.13	6.57	6.68	6.46	6.51	6.66	6.77
Standard deviation	2.73	2.61	2.78	2.63	2.81	2.69	2.77	2.78	2.65	2.63	2.69	2.77	2.75	2.71	2.81	2.67	2.72	2.58	2.99
Standard error	0.06	0.09	0.08	0.23	0.15	0.13	0.14	0.15	0.13	0.10	0.12	0.17	0.13	0.06	0.12	0.12	0.12	0.15	0.23

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 19

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Nigel Farage**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democ- rat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	78 4%	19 4%	36 7% <sup>d</sup>	3 2%	5 1%	1 1%	4 8% <sup>d</sup>	-	-	-	8 3%	15 3%	26 6% <sup>j</sup>	14 4%
1	45 2%	11 2%	6 1%	7 5% <sup>b</sup>	14 4% <sup>b</sup>	-	2 3%	-	1 14%	-	2 1%	16 3%	8 2%	9 2%
2	51 3%	21 4% <sup>b</sup>	9 2%	4 3%	9 3%	1 1%	2 4%	-	-	2 14%	3 1%	23 4% <sup>k</sup>	7 1%	13 4%
3	81 4%	31 6% <sup>d</sup>	20 4%	2 1%	8 2%	4 6%	-	-	-	1 7%	12 4%	22 4%	31 7% <sup>l</sup>	11 3%
4	68 3%	26 5% <sup>b</sup>	13 2%	3 2%	12 3%	2 2%	2 3%	-	-	1 10%	6 2%	28 5%	15 3%	10 3%
5	489 24%	79 16%	117 22% <sup>ac</sup>	15 12%	92 26% <sup>ac</sup>	11 14%	9 15%	-	-	2 14%	156 50%	111 19%	100 21%	63 17%
6	144 7%	34 7%	32 6%	10 8%	42 12% <sup>ab</sup>	2 3%	2 4%	* 10%	-	* 3%	16 5%	38 7%	41 9%	29 8%
7	178 9%	48 9%	33 6%	17 13% <sup>bf</sup>	62 17% <sup>abef</sup>	3 4%	1 3%	-	-	2 36%	16 5%	67 12% <sup>k</sup>	34 7%	29 8%
8	241 12%	65 13%	45 9%	16 12%	66 18% <sup>b</sup>	12 16%	10 17%	-	-	1 4%	21 7%	77 13%	46 10%	50 14%
9	265 13%	86 17% <sup>d</sup>	64 12%	26 20% <sup>d</sup>	31 9%	14 19% <sup>d</sup>	7 13%	2 41%	-	-	35 11%	98 17% <sup>k</sup>	56 12%	60 16%
10 - Very right wing	373 19%	87 17% <sup>d</sup>	145 28% <sup>ad</sup>	27 21% <sup>d</sup>	15 4%	25 33% <sup>ad</sup>	17 30% <sup>ad</sup>	2 49%	3 49%	7 49%	38 12%	86 15%	105 22% <sup>j</sup>	79 21% <sup>j</sup>
NET: (8-10)	879 44%	238 47% <sup>d</sup>	254 49% <sup>d</sup>	68 53% <sup>d</sup>	112 31%	51 69% <sup>abd</sup>	34 60% <sup>d</sup>	4 90%	3 49%	7 53%	94 30%	262 45%	206 44%	190 52%
NET: (6-7)	322 16%	82 16%	65 12%	27 21% <sup>bef</sup>	104 29% <sup>abef</sup>	6 8%	4 7%	* 10%	2 36%	* 3%	32 10%	106 18%	75 16%	58 16%
NET: (3-4)	150 7%	57 11% <sup>bcd</sup>	33 6%	5 4%	20 6%	6 8%	2 3%	-	-	2 17%	18 6%	50 9%	46 10%	21 6%
NET: (0-2)	174 9%	52 10% <sup>e</sup>	51 11% <sup>e</sup>	14 11% <sup>e</sup>	27 8%	1 2%	8 15% <sup>e</sup>	-	1 14%	2 14%	14 4%	55 9%	41 9%	36 10%
Mean	6.59	6.59	6.79 <sup>d</sup>	7.08 <sup>d</sup>	6.21	7.83 <sup>abd</sup>	6.97 <sup>d</sup>	9.19	7.61	6.95	6.12	6.63	6.57	6.90

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 19

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Nigel Farage**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.73	2.84	3.01	2.76	2.18	2.37	3.22	1.31	3.31	3.35	2.34	2.67	2.90	2.80
Standard error	0.06	0.12	0.13	0.25	0.12	0.26	0.42	0.65	1.48	0.90	0.13	0.11	0.13	0.14

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 19

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Nigel Farage**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	78 4%	12 2%	35 6%a	4 2%	7 12%acfik	1 25%	5 2%	1 1%	-	-	2 3%	12 3%
1	45 2%	12 2%	12 2%	5 3%	2 3%	-	8 4%	-	1 12%	-	-	6 2%
2	51 3%	19 4%	12 2%	5 3%	2 4%	-	3 2%	-	-	2 4%	1 2%	7 2%
3	81 4%	24 5%	27 5%	2 1%	-	-	4 2%	3 6%	-	* 1%	1 2%	20 6%c
4	68 3%	27 5%k	18 3%	5 3%	2 3%	-	6 3%	2 3%	-	1 4%	1 2%	7 2%
5	489 24%	80 16%	126 22%c	18 11%	10 18%	1 17%	52 25%ac	13 26%c	-	9 24%	27 46%abcdf	154 43%abcdf gi
6	144 7%	32 7%	40 7%	12 7%	2 4%	* 10%	29 14%abk	5 10%	-	3 8%	5 9%	16 4%
7	178 9%	58 12%bk	44 8%k	23 14%bdjk	1 3%	-	31 15%bdgjk	1 3%	4 47%	2 4%	1 2%	12 3%
8	241 12%	78 16%bk	60 10%	17 11%	8 14%	-	35 17%bk	5 10%	-	4 10%	4 7%	30 9%
9	265 13%	78 16%j	66 11%	32 20%bfij	6 11%	-	20 10%	4 7%	-	2 4%	1 2%	56 16%j
10 - Very right wing	373 19%	75 15%fk	145 25%afk	38 24%afk	15 28%afk	2 49%	16 7%	17 33%afk	3 41%	15 41%abfk	14 25%fk	33 9%
NET: (8-10)	879 44%	231 47%fk	270 46%fk	88 55%fjk	29 53%fk	2 49%	71 34%	25 50%k	3 41%	20 55%fk	20 34%	120 34%
NET: (6-7)	322 16%	90 18%dk	85 14%k	35 22%dk	4 7%	* 10%	60 29%abdgjk	6 13%	4 47%	4 12%	6 11%	28 8%
NET: (3-4)	150 7%	51 10%cf	45 8%	6 4%	2 3%	-	10 5%	5 9%	-	2 5%	2 4%	28 8%
NET: (0-2)	174 9%	43 9%	58 10%	14 9%	11 19%abfgk	1 25%	16 8%	1 1%	1 12%	2 4%	3 5%	25 7%
Mean	6.59	6.68k	6.66k	7.27abfk	6.47	6.30	6.32	7.18fk	7.51	7.49fk	6.37	6.04

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

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 19

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Nigel Farage**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard deviation	2.73	2.65	2.96	2.66	3.49	4.60	2.32	2.55	2.99	2.54	2.58	2.52
Standard error	0.06	0.12	0.12	0.21	0.46	2.06	0.17	0.34	1.22	0.41	0.36	0.13

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 19

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Nigel Farage**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	78 4%	11 6%E	5 6%E	13 5%E	6 3%	1 1%	1 1%	7 4%	13 5%E	10 4%	4 2%	7 4%
1	45 2%	3 2%	2 2%	4 2%	2 1%	2 1%	3 3%	7 3%	9 4%	4 2%	5 3%	4 3%
2	51 3%	7 4%H	* *	3 1%	7 4%H	4 2%	4 4%	8 4%H	1 1%	9 3%H	4 2%	4 3%
3	81 4%	5 3%	2 3%	2 1%	12 7%C	5 3%	3 3%	9 5%C	16 6%C	7 3%	10 5%C	10 6%C
4	68 3%	2 1%	2 3%	6 3%	13 7%ACFI	5 3%	1 1%	9 5%	8 3%	5 2%	8 4%	9 6%A
5	489 24%	40 23%	24 26%	57 24%	50 28%H	53 28%H	33 31%H	58 31%HJK	45 18%	64 25%	36 19%	30 19%
6	144 7%	9 5%	8 9%	18 8%	10 6%	15 8%	8 8%	16 8%	26 10%I	11 4%	16 9%	8 5%
7	178 9%	8 5%	10 11%	21 9%	13 8%	18 10%	8 8%	16 9%	19 7%	26 10%	25 14%A	13 8%
8	241 12%	23 13%	8 8%	33 14%	24 13%	29 16%	9 9%	20 10%	28 11%	27 11%	24 13%	16 10%
9	265 13%	26 15%	13 15%	31 13%	16 9%	20 11%	18 17%	16 8%	40 16%	48 19%DEG	19 10%	18 12%
10 - Very right wing	373 19%	42 24%DG	16 18%	49 21%	23 13%	35 19%	18 16%	24 13%	48 19%	47 18%	34 19%	37 23%DG
NET: (8-10)	879 44%	92 52%DG	37 41%	113 48%DG	63 36%	84 45%G	45 42%	60 32%	116 46%G	122 47%DG	77 42%	71 45%G
NET: (6-7)	322 16%	17 10%	18 20%A	39 16%	24 13%	33 17%	16 15%	32 17%	45 18%A	37 14%	41 22%A	21 14%
NET: (3-4)	150 7%	7 4%	5 5%	8 3%	25 14%ABCE	10 5%	4 4%	18 9%C	24 10%C	13 5%	18 10%C	19 12%ACFI
NET: (0-2)	174 9%	20 12%E	8 9%	20 8%	15 9%	7 4%	8 8%	21 11%E	24 9%	23 9%	13 7%	15 10%

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

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

Prepared by ComRes



**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 19

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Nigel Farage**

**Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Mean	6.59	6.77DG	6.55	6.82DG	6.09	6.87DG	6.65	5.96	6.58	6.77DG	6.67G	6.58
Standard deviation	2.73	2.99	2.78	2.74	2.62	2.34	2.55	2.67	2.90	2.73	2.60	2.94
Standard error	0.06	0.23	0.28	0.18	0.19	0.18	0.25	0.20	0.19	0.16	0.19	0.24

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 20

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Green Party**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	164	94	70	15	17	26	39	27	38	46	51	26	40	156	52	45	39	20	7
	8%	9%	7%	6%	5%	7%	11% <sup>d</sup>	9%	9%	8%	9%	6%	9%	9%	10% <sup>q</sup>	9%	8%	7%	4%
1	128	75	53	5	23	25	32	18	25	43	45	14	27	117	30	33	37	17	11
	6%	8%	5%	2%	7% <sup>c</sup>	6% <sup>c</sup>	9% <sup>c</sup>	6%	6%	8% <sup>k</sup>	8% <sup>k</sup>	3%	6%	6%	6%	6%	7%	6%	6%
2	227	131	96	20	21	48	50	37	52	78	71	44	33	207	62	67	42	36	20
	11%	13% <sup>b</sup>	9%	8%	6%	12% <sup>d</sup>	15% <sup>d</sup>	12% <sup>d</sup>	12% <sup>d</sup>	14% <sup>l</sup>	12% <sup>l</sup>	10%	7%	11%	12%	13%	8%	12%	11%
3	219	116	104	25	32	36	34	33	61	87	49	46	37	202	66	46	54	35	18
	11%	12%	10%	10%	10%	9%	10%	11%	14%	16% <sup>ijkl</sup>	8%	11%	8%	11%	13%	9%	11%	12%	10%
4	213	106	107	27	24	44	31	40	46	62	73	37	41	191	63	51	54	23	21
	11%	11%	10%	11%	7%	12%	9%	13% <sup>d</sup>	11%	11%	13%	9%	9%	10%	12%	10%	11%	8%	12%
5	720	293	427	90	120	137	119	115	140	143	206	168	203	652	155	203	190	104	68
	36%	30%	42% <sup>a</sup>	37%	37%	36%	35%	38%	33%	26%	35% <sup>i</sup>	40% <sup>i</sup>	44% <sup>ij</sup>	35%	30%	38% <sup>m</sup>	38% <sup>m</sup>	36%	39%
6	143	69	74	28	30	28	16	12	29	24	35	38	46	132	31	37	39	24	12
	7%	7%	7%	12% <sup>fg</sup>	9% <sup>fg</sup>	7%	5%	4%	7%	4%	6%	9% <sup>ai</sup>	10% <sup>ij</sup>	7%	6%	7%	8%	8%	7%
7	76	39	37	11	17	14	10	10	14	27	18	18	13	69	14	19	22	13	7
	4%	4%	4%	5%	5%	4%	3%	3%	3%	5%	3%	4%	3%	4%	3%	4%	4%	5%	4%
8	62	39	23	8	19	9	6	5	14	21	19	13	9	57	20	16	14	6	5
	3%	4%	2%	3%	6% <sup>efg</sup>	2%	2%	2%	3%	4%	3%	3%	2%	3%	4%	3%	3%	2%	3%
9	25	12	14	6	8	7	1	1	2	7	8	3	7	23	9	3	6	6	2
	1%	1%	1%	2%	2% <sup>fh</sup>	2%	*	*	1%	1%	1%	1%	2%	1%	2%	1%	1%	2%	1%
10 - Very right wing	37	14	23	7	11	8	4	4	2	4	8	17	8	31	9	10	7	5	5
	2%	1%	2%	3%	3% <sup>h</sup>	2%	1%	1%	1%	1%	1%	4% <sup>ij</sup>	2%	2%	2%	2%	1%	2%	3%
NET: (8-10)	124	65	59	21	38	24	12	11	18	32	35	33	24	112	38	29	27	17	12
	6%	7%	6%	9% <sup>f</sup>	12% <sup>efgh</sup>	6%	3%	4%	4%	6%	6%	8%	5%	6%	7%	5%	5%	6%	7%
NET: (6-7)	219	108	111	39	47	42	26	23	43	51	53	56	60	200	45	57	61	37	19
	11%	11%	11%	16% <sup>fg</sup>	15% <sup>fg</sup>	11%	7%	7%	10%	9%	9%	13%	13%	11%	9%	11%	12%	13%	11%
NET: (3-4)	432	221	210	52	56	80	65	72	107	150	123	82	77	393	129	97	108	58	39
	21%	22%	20%	21%	17%	21%	19%	24%	25% <sup>d</sup>	28% <sup>ijkl</sup>	21%	19%	17%	21%	25% <sup>n</sup>	18%	21%	20%	22%
NET: (0-2)	518	299	219	40	61	99	121	82	115	167	167	85	100	481	144	145	119	73	38
	26%	30% <sup>b</sup>	21%	17%	19%	26% <sup>c</sup>	35% <sup>cde</sup>	27% <sup>cd</sup>	27% <sup>cd</sup>	31% <sup>kl</sup>	29% <sup>kl</sup>	20%	21%	26%	28%	27%	23%	25%	21%

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

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 20

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Green Party**

**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
Mean	4.06	3.87	4.24a	4.60ef gh	4.62ef gh	4.12f	3.56	3.85	3.83	3.74	3.93	4.44ij	4.24ij	4.03	3.91	4.03	4.11	4.14	4.33
Standard deviation	2.21	2.28	2.12	2.18	2.35	2.21	2.18	2.07	2.08	2.20	2.21	2.21	2.15	2.21	2.29	2.19	2.16	2.20	2.13
Standard error	0.05	0.08	0.06	0.19	0.13	0.11	0.11	0.11	0.10	0.08	0.10	0.13	0.10	0.05	0.10	0.10	0.09	0.13	0.16

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 20

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Green Party**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democr- at (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	164	48	43	4	44	4	4	-	3	4	13	58	38	23
	8%	9%	8%	3%	12% <sup>c</sup>	5%	7%	-	42%	28%	4%	10%	8%	6%
1	128	43	34	7	20	2	4	-	1	1	10	52	31	19
	6%	8%	7%	5%	6%	3%	6%	-	19%	6%	3%	9%	7%	5%
2	227	60	46	18	43	16	6	*	-	3	26	67	28	64
	11%	12%	9%	14%	12%	22% <sup>ab</sup>	11%	8%	-	25%	8%	11% <sup>k</sup>	6%	17% <sup>jk</sup>
3	219	58	60	17	29	14	9	*	-	4	32	57	44	56
	11%	11%	12%	13%	8%	19% <sup>d</sup>	15%	10%	-	27%	10%	10%	9%	15% <sup>jk</sup>
4	213	62	49	13	39	14	8	-	-	*	22	62	58	40
	11%	12%	9%	10%	11%	18% <sup>b</sup>	13%	-	-	3%	7%	11%	12%	11%
5	720	169	179	28	115	19	25	2	-	2	171	198	160	92
	36%	33% <sup>c</sup>	34% <sup>c</sup>	22%	32%	25%	44% <sup>ce</sup>	41%	-	11%	55%	34% <sup>l</sup>	34% <sup>l</sup>	25%
6	143	31	37	13	25	3	2	-	-	-	26	35	31	34
	7%	6%	7%	10%	7%	4%	3%	-	-	-	8%	6%	7%	9%
7	76	13	26	12	18	-	-	-	-	-	5	26	25	17
	4%	3%	5%	10% <sup>aef</sup>	5%	-	-	-	-	-	1%	4%	5%	5%
8	62	8	31	6	10	2	1	-	-	-	4	14	27	10
	3%	2%	6% <sup>a</sup>	4%	3%	2%	1%	-	-	-	1%	2%	6% <sup>j</sup>	3%
9	25	7	8	6	3	*	-	-	-	-	3	6	9	10
	1%	1%	2%	5% <sup>ad</sup>	1%	*	-	-	-	-	1%	1%	2%	3%
10 - Very right wing	37	10	7	4	8	1	-	2	3	-	3	8	16	3
	2%	2%	1%	3%	2%	1%	-	41%	39%	-	1%	1%	3% <sup>jl</sup>	1%
NET: (8-10)	124	24	46	15	22	3	1	2	3	-	10	28	52	23
	6%	5%	9% <sup>a</sup>	12% <sup>af</sup>	6%	4%	1%	41%	39%	-	3%	5%	11% <sup>jl</sup>	6%
NET: (6-7)	219	44	63	25	43	3	2	-	-	-	31	61	56	51
	11%	9%	12%	20% <sup>aef</sup>	12%	4%	3%	-	-	-	10%	11%	12%	14%
NET: (3-4)	432	120	109	31	68	28	16	*	-	4	54	120	102	96
	21%	24%	21%	24%	19%	37% <sup>abd</sup>	28%	10%	-	30%	17%	21%	22%	26%
NET: (0-2)	518	151	123	29	107	22	13	*	4	8	49	177	98	106
	26%	30%	24%	23%	30%	30%	24%	8%	61%	59%	16%	30% <sup>k</sup>	21%	29% <sup>k</sup>
Mean	4.06	3.79	4.21 <sup>ae</sup>	4.59 <sup>adef</sup>	3.93	3.59	3.72	6.58	4.11	2.05	4.38	3.82	4.42 <sup>jl</sup>	3.96

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 20

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Green Party**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.21	2.22	2.29	2.41	2.37	1.79	1.71	3.34	5.15	1.67	1.73	2.24	2.41	2.18
Standard error	0.05	0.10	0.10	0.22	0.13	0.20	0.22	1.67	2.31	0.45	0.10	0.09	0.11	0.11

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 20

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**The Green Party**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	164 8%	47 10%k	49 8%k	9 6%	2 4%	-	31 15%bcjk	4 7%	4 52%	5 15%jk	1 2%	11 3%
1	128 6%	49 10%k	37 6%	11 7%	3 5%	-	10 5%	3 6%	1 16%	1 3%	1 1%	12 3%
2	227 11%	62 13%	50 9%	26 16%b	5 9%	* 8%	27 13%	8 15%	-	4 12%	8 14%	37 10%
3	219 11%	51 10%	67 12%	17 11%	7 13%	* 10%	20 9%	8 17%	-	7 18%	7 13%	34 9%
4	213 11%	58 12%	62 11%	19 12%	9 16%k	1 17%	24 11%	7 14%	-	2 4%	4 7%	27 8%
5	720 36%	153 31%c	188 32%c	34 21%	27 49%abc	1 25%	70 33%c	16 32%	-	13 36%	27 46%c	190 54%abcf
6	143 7%	29 6%	47 8%	16 10%	2 2%	-	13 6%	3 6%	-	2 6%	5 8%	28 8%
7	76 4%	18 4%	26 4%	13 8%adk	-	-	8 4%	-	-	2 5%	-	9 3%
8	62 3%	12 2%	35 6%afk	6 4%	1 1%	-	2 1%	* 1%	-	-	1 2%	5 1%
9	25 1%	6 1%	10 2%	6 4%k	-	-	2 1%	* 1%	-	-	1 1%	1 *
10 - Very right wing	37 2%	10 2%k	13 2%k	3 2%	-	2 40%	2 1%	1 1%	3 33%	-	3 6%k	1 *
NET: (8-10)	124 6%	28 6%k	58 10%adfk	15 9%fk	1 1%	2 40%	6 3%	1 3%	3 33%	-	5 9%k	6 2%
NET: (6-7)	219 11%	46 9%	72 12%d	29 18%adk	1 2%	-	21 10%	3 6%	-	4 11%	5 8%	37 10%
NET: (3-4)	432 21%	109 22%	130 22%	37 23%	16 30%k	1 27%	44 21%	15 30%k	-	8 23%	11 20%	60 17%
NET: (0-2)	518 26%	158 32%bk	135 23%	46 28%k	10 18%	* 8%	69 33%bk	15 29%	5 67%	11 30%	10 17%	60 17%
Mean	4.06	3.78	4.27af	4.25f	3.94	6.40	3.62	3.61	3.43	3.54	4.59afgi	4.32afgi
Standard deviation	2.21	2.29	2.35	2.39	1.56	3.45	2.22	1.95	4.92	2.05	2.08	1.63

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

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 20

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Green Party**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard error	0.05	0.10	0.10	0.19	0.20	1.54	0.16	0.26	2.01	0.33	0.29	0.09

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 20

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Green Party**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	164 8%	7 4%	11 12%A	16 7%	12 7%	15 8%	11 10%	12 7%	26 10%A	26 10%A	9 5%	18 11%A
1	128 6%	11 6%	5 5%	21 9%	12 7%	10 5%	5 5%	13 7%	15 6%	15 6%	12 6%	10 7%
2	227 11%	20 11%	6 7%	23 10%	12 7%	27 14%	10 10%	25 13%	21 8%	41 16%BDH	26 14%	15 9%
3	219 11%	18 10%	3 3%	24 10%	27 15%B	14 8%	10 9%	14 8%	38 15%B	28 11%B	26 14%B	17 11%B
4	213 11%	21 12%	12 13%	25 11%	17 9%	12 7%	7 6%	21 11%	32 12%	31 12%	17 9%	18 11%
5	720 36%	68 39%H	35 38%	83 35%	73 41%H	66 35%	46 43%H	83 44%HIJ	70 27%	85 33%	59 32%	54 35%
6	143 7%	12 7%	7 7%	19 8%	12 7%	18 10%	8 8%	9 5%	18 7%	13 5%	16 9%	10 6%
7	76 4%	7 4%	3 3%	13 6%	6 3%	6 3%	5 4%	7 4%	8 3%	6 2%	8 5%	7 4%
8	62 3%	5 3%	6 7%CI	4 2%	4 2%	8 4%	1 1%	3 2%	17 7%CGI	4 1%	5 3%	5 3%
9	25 1%	2 1%	1 1%	4 2%	1 *	2 1%	1 1%	1 *	4 1%	5 2%	4 2%	* *
10 - Very right wing	37 2%	5 3%G	3 3%G	3 1%	1 1%	9 5%G	3 3%	- -	5 2%	3 1%	3 1%	1 1%
NET: (8-10)	124 6%	12 7%	10 11%CDGI	11 5%	6 4%	18 10%DG	5 5%	4 2%	26 10%CDGI	12 5%	12 7%	7 4%
NET: (6-7)	219 11%	19 11%	10 11%	33 14%I	18 10%	24 13%	13 12%	16 9%	26 10%	19 7%	24 13%	17 11%
NET: (3-4)	432 21%	39 22%	15 16%	50 21%	44 25%E	27 14%	16 15%	35 19%	69 27%EF	60 23%E	42 23%	35 23%
NET: (0-2)	518 26%	38 21%	22 24%	61 26%	36 20%	52 28%	26 25%	50 27%	62 24%	82 32%AD	47 25%	43 28%
Mean	4.06	4.33I	4.34I	4.06	4.06	4.28I	4.15	3.93	4.08	3.73	4.13	3.84

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

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

Prepared by ComRes



**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 20

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Green Party**

**Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Standard deviation	2.21	2.13	2.49	2.18	1.97	2.45	2.27	1.90	2.39	2.18	2.17	2.18
Standard error	0.05	0.16	0.25	0.14	0.14	0.19	0.23	0.14	0.16	0.13	0.16	0.18

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 21

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Conservative Party**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	59 3%	31 3%	29 3%	12 5%	11 3%	10 3%	9 3%	8 3%	9 2%	7 1%	12 2%	13 3%	28 6%ij	48 3%	11 2%	10 2%	19 4%	8 3%	11 6%mn
1	25 1%	10 1%	14 1%	- -	8 3%h	6 2%	3 1%	6 2%	1 *	6 1%	9 2%	7 2%	3 1%	23 1%	12 2%o	4 1%	3 1%	3 1%	1 1%
2	31 2%	15 2%	16 2%	5 2%	4 1%	8 2%	7 2%	5 2%	3 1%	9 2%	12 2%l	9 2%	2 *	28 2%	8 1%	4 1%	9 2%	7 3%	3 2%
3	39 2%	15 2%	24 2%	14 6%efh	6 2%	7 2%	4 1%	6 2%	2 1%	6 1%	8 1%	14 3%	10 2%	37 2%	12 2%	12 2%	7 1%	6 2%	2 1%
4	55 3%	20 2%	35 3%	17 7%efh	9 3%	4 1%	8 2%	10 3%	6 1%	15 3%	15 3%	11 3%	13 3%	53 3%	16 3%	18 3%	14 3%	5 2%	2 1%
5	418 21%	159 16%	258 25%a	85 35%efg h	85 26%fgh	83 22%ch	57 17%	50 16%	57 14%	83 15%	109 19%	101 24%i	125 27%ij	385 21%	97 19%	131 25%p	109 21%	49 17%	33 19%
6	165 8%	83 8%	82 8%	27 11%	30 9%	31 8%	24 7%	22 7%	31 7%	43 8%	44 8%	46 11%	32 7%	154 8%	38 7%	52 10%	31 6%	33 12%o	10 6%
7	279 14%	178 18%b	101 10%	20 8%	57 18%c	62 16%c	44 13%	41 13%	55 13%	96 18%kl	91 16%l	50 12%	42 9%	258 14%	82 16%	70 13%	74 15%	32 11%	21 12%
8	353 18%	189 19%	164 16%	30 13%	54 17%	71 19%	61 18%	58 19%	79 19%	127 23%kl	118 20%k	39 9%	69 15%k	324 18%	92 18%	92 17%	78 15%	62 21%	29 16%
9	272 13%	142 14%	130 13%	13 5%	28 9%	57 15%cd	55 16%cd	40 13%c	79 19%cd	88 16%l	79 14%	60 14%	45 10%	246 13%	66 13%	60 11%	81 16%	39 13%	26 15%
10 - Very right wing	319 16%	145 15%	174 17%	17 7%	30 9%	44 11%	71 21%cde	58 19%cde	99 23%cde	64 12%	86 15%	74 18%i	95 21%ij	282 15%	78 15%	78 15%	80 16%	46 16%	38 21%
NET: (8-10)	944 47%	477 48%	467 46%	60 25%	112 35%	171 45%cd	187 55%cde	156 52%cd	257 61%cde g	279 51%k	283 48%	173 41%	209 45%	852 46%	236 46%	230 43%	240 47%	147 50%	92 52%
NET: (6-7)	443 22%	260 26%b	183 18%	48 20%	87 27%	93 24%	68 20%	63 21%	86 20%	138 26%l	135 23%l	96 23%l	74 16%	412 22%	120 24%	122 23%	104 21%	65 22%	31 18%
NET: (3-4)	94 5%	34 3%	59 6%a	31 13%defg h	15 5%	11 3%	12 3%	15 5%h	9 2%	21 4%	23 4%	26 6%	24 5%	90 5%	28 5%	30 6%	21 4%	11 4%	4 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 21

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Conservative Party**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
NET:	(0-2) 6%	57 6%	59 6%	17 7%	23 7% <sup>h</sup>	24 6%	19 5%	19 6%	14 3%	21 4%	33 6%	28 7%	33 7% <sup>i</sup>	100 5%	31 6%	18 3%	32 6%	19 7%	16 9% <sup>n</sup>
Mean	6.91	7.03 <sup>b</sup>	6.78	5.72	6.38 <sup>c</sup>	6.82 <sup>cd</sup>	7.27 <sup>cd</sup> <sup>e</sup>	7.08 <sup>cd</sup>	7.64 <sup>cd</sup> <sup>eg</sup>	7.17 <sup>kl</sup>	6.99	6.69	6.70	6.90	6.89	6.83	6.93	6.98	7.01
Standard deviation	2.42	2.36	2.48	2.34	2.36	2.34	2.42	2.49	2.21	2.11	2.34	2.56	2.71	2.39	2.41	2.26	2.49	2.43	2.77
Standard error	0.05	0.08	0.07	0.20	0.13	0.11	0.13	0.14	0.11	0.08	0.10	0.15	0.12	0.06	0.10	0.10	0.11	0.14	0.21

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 21

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Conservative Party**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)											Voted in 2010 General Election		
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democ- rat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	59 3%	3 1%	37 7%acd	* *	8 2%	1 1%	3 5%ac	- -	- -	- -	6 2%	8 1%	28 6%jl	6 2%
1	25 1%	6 1%	8 2%	- -	8 2%	1 1%	- -	- -	- -	1 7%	1 *	9 1%	9 2%	3 1%
2	31 2%	7 1%	8 1%	3 2%	6 2%	2 3%	1 1%	- -	- -	- -	4 1%	7 1%	9 2%	7 2%
3	39 2%	3 1%	8 2%	1 1%	15 4%ab	1 1%	1 1%	- -	- -	- -	7 2%	9 1%	15 3%l	1 *
4	55 3%	17 3%	13 3%	2 1%	11 3%	- -	1 1%	- -	1 14%	- -	12 4%	12 2%	16 3%	10 3%
5	418 21%	68 13%	78 15%	14 11%	81 23%abc	18 25%ac	7 12%	- -	1 19%	2 18%	139 44%	96 17%	64 14%	61 17%
6	165 8%	48 9%b	29 6%	14 11%	35 10%b	3 4%	2 3%	- -	- -	1 10%	22 7%	58 10%	31 7%	25 7%
7	279 14%	120 24%bcd	40 8%	13 10%	46 13%b	10 14%	5 9%	- -	1 18%	1 10%	32 10%	123 21%kl	38 8%	54 15%k
8	353 18%	119 23%bd	88 17%	33 26%bd	51 14%	14 19%	8 14%	2 41%	- -	2 17%	33 10%	128 22%	78 17%	71 19%
9	272 13%	76 15%d	103 20%d	24 19%d	22 6%	12 17%d	10 18%d	* 10%	1 10%	3 18%	25 8%	85 15%	79 17%	59 16%
10 - Very right wing	319 16%	42 8%	109 21%a	25 19%a	71 20%a	12 16%	20 36%abcde	2 49%	3 39%	3 21%	33 11%	48 8%	101 22%j	71 19%j
NET: (8-10)	944 47%	237 47%	299 58%ad	82 63%ad	145 41%	39 52%	38 67%ad	5 100%	3 49%	8 56%	91 29%	261 45%	258 55%j	201 55%j
NET: (6-7)	443 22%	168 33%bcdef	69 13%	28 21%b	82 23%b	14 18%	7 12%	- -	1 18%	3 19%	54 17%	182 31%kl	69 15%	79 21%k
NET: (3-4)	94 5%	20 4%	21 4%	2 2%	26 7%	1 1%	1 2%	- -	1 14%	- -	18 6%	20 4%	31 7%jl	11 3%
NET: (0-2)	116 6%	16 3%	52 10%ac	3 3%	22 6%	3 4%	4 7%	- -	- -	1 7%	11 3%	24 4%	46 10%jl	16 4%
Mean	6.91	7.11d	7.04	7.68abd	6.68	7.19	7.77ad	9.08	7.57	7.30	6.22	6.96	6.95	7.35j

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 21

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Conservative Party**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.42	1.91	2.89	1.93	2.53	2.21	2.71	1.06	2.58	2.55	2.16	2.07	2.89	2.24
Standard error	0.05	0.08	0.13	0.17	0.14	0.24	0.35	0.53	1.16	0.68	0.12	0.08	0.13	0.12

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

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**The Conservative Party**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	59 3%	5 1%	36 6%ack	1 *	4 8%ack	-	7 3%	1 1%	-	-	1 1%	4 1%
1	25 1%	2 *	10 2%	-	-	-	8 4%ac	* 1%	-	-	-	4 1%
2	31 2%	5 1%	10 2%	3 2%	1 1%	1 17%	4 2%	2 4%	-	-	2 3%	5 1%
3	39 2%	5 1%	14 2%	1 *	1 1%	-	9 4%a	* 1%	1 17%	-	-	8 2%
4	55 3%	9 2%	18 3%	2 1%	1 1%	-	10 5%	-	1 12%	* 1%	1 2%	14 4%
5	418 21%	67 14%	82 14%	17 11%	9 15%	-	53 25%abc	20 41%abcd	1 16%	7 20%	19 32%abc	142 40%abcd i
6	165 8%	55 11%b	35 6%	22 14%bk	2 3%	-	15 7%	1 3%	-	2 7%	7 12%	24 7%
7	279 14%	113 23%bdfgjk	52 9%	24 15%	4 8%	-	20 10%	3 5%	1 15%	3 9%	4 6%	54 15%b
8	353 18%	116 23%bfbk	94 16%	41 26%bfbk	7 12%	-	22 11%	9 17%	-	7 19%	10 16%	49 14%
9	272 13%	69 14%fk	108 19%fk	27 17%fk	10 18%fk	2 35%	15 7%	7 15%	1 8%	5 14%	4 7%	24 7%
10 - Very right wing	319 16%	47 9%	125 21%ak	24 15%k	18 32%acgk	2 49%	46 22%ak	6 13%	3 33%	11 31%ack	11 18%k	27 8%
NET: (8-10)	944 47%	232 47%k	327 56%afk	92 57%afk	34 62%fk	4 83%	82 39%k	22 45%k	3 41%	23 63%fk	24 42%	100 28%
NET: (6-7)	443 22%	168 34%bdfgjk	87 15%	46 29%bdfg	6 11%	-	36 17%	4 8%	1 15%	6 16%	11 19%	78 22%bg
NET: (3-4)	94 5%	14 3%	32 5%	2 1%	1 2%	-	18 9%ac	* 1%	2 29%	* 1%	1 2%	21 6%ac
NET: (0-2)	116 6%	12 3%	56 10%ack	3 2%	5 9%ac	1 17%	19 9%ack	3 6%	-	-	3 5%	13 4%
Mean	6.91	7.17fk	7.03fk	7.52fgjk	7.41fk	8.31	6.44	6.64	6.81	7.91afgjk	6.74	6.21

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

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Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

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**The Conservative Party**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard deviation	2.42	1.88	2.86	1.84	2.95	3.23	2.80	2.36	2.95	1.93	2.31	2.04
Standard error	0.05	0.08	0.12	0.14	0.39	1.44	0.20	0.32	1.21	0.31	0.33	0.11

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

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**The Conservative Party**

**Base: All respondents**

	Total	Region										
		Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	59 3%	11 6%DGI	5 5%GI	12 5%GI	2 1%	4 2%	4 4%	1 1%	8 3%	3 1%	4 2%	5 3%
1	25 1%	1 1%	1 1%	2 1%	1 1%	2 1%	3 3%	2 1%	5 2%	7 3%	1 *	- -
2	31 2%	3 2%	2 2%	4 2%	4 2%	1 1%	3 3%	1 *	4 2%	3 1%	5 3%	2 1%
3	39 2%	2 1%	- -	3 1%	4 2%	4 2%	1 1%	3 2%	7 3%	5 2%	5 3%	5 3%
4	55 3%	2 1%	1 2%	8 4%	4 2%	5 3%	4 4%	9 5%J	10 4%	6 2%	1 *	4 3%
5	418 21%	33 19%	16 18%	38 16%	55 31%ABC HJ	38 20%	21 20%	58 31%ABC HJ	41 16%	56 22%	28 15%	34 22%
6	165 8%	10 6%	4 4%	21 9%D	6 3%	22 12%D	9 8%	17 9%D	17 7%	21 8%	24 13%ABD	14 9%
7	279 14%	21 12%	13 14%	34 14%	26 15%	25 13%	13 12%	24 13%	38 15%	45 17%	19 10%	21 13%
8	353 18%	29 16%	21 23%G	34 14%	23 13%	40 21%G	23 22%	22 12%	50 20%	42 16%	39 21%G	30 19%
9	272 13%	26 15%	9 10%	32 14%	40 23%BCE FGIK	22 12%	10 9%	23 12%	38 15%	27 11%	29 16%	15 9%
10 - Very right wing	319 16%	38 21%D	20 22%D	47 20%D	12 7%	24 13%	15 14%	27 14%	36 14%D	42 16%D	31 17%D	27 17%D
NET: (8-10)	944 47%	92 52%G	50 55%G	114 48%	76 43%	86 46%	48 45%	73 39%	124 49%	111 43%	99 54%G	71 46%
NET: (6-7)	443 22%	31 18%	17 19%	56 24%	32 18%	46 25%	22 21%	41 22%	55 22%	66 25%	43 23%	34 22%
NET: (3-4)	94 5%	4 2%	1 2%	12 5%	8 4%	9 5%	5 5%	12 6%	17 7%	11 4%	5 3%	9 6%
NET: (0-2)	116 6%	16 9%G	7 8%G	17 7%G	7 4%	7 4%	10 9%G	4 2%	17 7%	14 5%	9 5%	7 5%

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

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**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

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**The Conservative Party**

**Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Mean	6.91	7.01	7.15	6.98	6.75	6.88	6.62	6.75	6.90	6.88	7.19	6.87
Standard deviation	2.42	2.77	2.62	2.62	2.21	2.25	2.59	2.16	2.49	2.34	2.31	2.39
Standard error	0.05	0.21	0.27	0.17	0.16	0.17	0.26	0.16	0.16	0.14	0.17	0.19

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

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Absolutes/col percents

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**The Labour Party**

**Base: All respondents**

	Total	Gender		Age						Social Class				Region					
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	157	76	81	7	12	32	25	26	57	40	40	26	52	147	40	42	42	23	10
	8%	8%	8%	3%	4%	8%cd	7%	8%cd	13%cdef	7%	7%	6%	11%ijkl	8%	8%	8%	8%	8%	6%
1	169	83	86	7	9	27	30	32	63	48	48	38	35	160	34	61	36	27	9
	8%	8%	8%	3%	3%	7%cd	9%cd	10%cd	15%cdef	9%	8%	9%	7%	9%	7%	12%moq	7%	9%	5%
2	239	126	114	15	24	41	38	51	69	75	64	53	48	227	55	67	59	46	12
	12%	13%	11%	6%	8%	11%	11%	17%cde	16%cde	14%	11%	12%	10%	12%	11%	13%	12%	16%q	7%
3	252	147	104	19	28	42	60	40	62	92	71	41	48	230	75	64	66	24	22
	12%	15%b	10%	8%	9%	11%	18%cde	13%	15%d	17%ijkl	12%	10%	10%	12%	15%p	12%	13%	8%	12%
4	242	135	107	20	33	52	48	38	50	69	86	36	50	224	68	62	58	36	18
	12%	14%	10%	8%	10%	14%	14%	13%	12%	13%	15%k	9%	11%	12%	13%	12%	11%	13%	10%
5	501	195	306	92	93	100	84	65	66	105	146	118	132	446	109	137	136	63	55
	25%	20%	30%a	38%efgh	29%h	26%h	25%h	21%	16%	19%	25%i	28%i	29%i	24%	21%	26%	27%	22%	31%am
6	159	83	76	29	34	34	24	15	21	50	43	33	33	140	35	38	31	36	19
	8%	8%	7%	12%gh	11%gh	9%h	7%	5%	5%	9%	7%	8%	7%	8%	7%	7%	6%	12%amno	11%
7	84	46	38	11	24	16	10	11	11	21	25	19	19	77	24	18	28	7	7
	4%	5%	4%	5%	7%fh	4%	3%	4%	3%	4%	4%	5%	4%	4%	5%	3%	6%	2%	4%
8	90	42	47	7	29	19	12	13	10	21	24	32	12	74	29	17	18	11	15
	4%	4%	5%	3%	9%cefg	5%	3%	4%	2%	4%	4%	8%il	3%	4%	6%	3%	4%	4%	9%no
9	35	15	20	9	13	6	1	5	2	8	10	12	5	33	10	7	8	7	2
	2%	2%	2%	4%fh	4%fh	2%	*	2%	*	1%	2%	3%	1%	2%	2%	1%	2%	2%	1%
10 - Very right wing	88	40	48	25	21	12	10	6	13	14	27	15	31	80	32	16	21	11	8
	4%	4%	5%	10%efgh	7%fgh	3%	3%	2%	3%	3%	5%	4%	7%i	4%	6%an	3%	4%	4%	5%
NET: (8-10)	212	97	115	41	64	37	22	24	24	43	62	59	48	187	71	41	47	28	25
	11%	10%	11%	17%efgh	20%efgh	10%	7%	8%	6%	8%	11%	14%i	10%	10%	14%an	8%	9%	10%	14%an
NET: (6-7)	243	129	114	41	59	50	35	27	32	71	68	53	51	217	59	56	59	43	26
	12%	13%	11%	17%gh	18%fgh	13%h	10%	9%	8%	13%	12%	12%	11%	12%	12%	11%	12%	15%	15%
NET: (3-4)	493	282	211	39	62	94	108	79	112	161	157	77	98	454	143	126	124	61	40
	24%	29%b	21%	16%	19%	25%	32%cd	26%c	26%cd	30%kl	27%k	18%	21%	25%	28%	24%	25%	21%	23%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 22

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**The Labour Party**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
NET: (0-2)	565 28%	284 29%	281 27%	29 12%	45 14%	101 26%cd	93 27%cd	108 36%cde f	189 45%cde fg	163 30%	151 26%	117 28%	134 29%	534 29%	130 25%	171 32%mq	138 27%q	96 33%mq	31 18%
Mean	4.13	4.03	4.23	5.28ef gh	5.22ef gh	4.16gh	3.85h	3.68h	3.17	3.87	4.20i	4.37i	4.12	4.08	4.31n	3.85	4.12	4.03	4.66nop
Standard deviation	2.50	2.47	2.52	2.41	2.45	2.42	2.24	2.37	2.40	2.35	2.46	2.54	2.64	2.50	2.63	2.40	2.47	2.50	2.40
Standard error	0.06	0.08	0.08	0.21	0.13	0.12	0.12	0.13	0.12	0.09	0.11	0.15	0.12	0.06	0.11	0.11	0.11	0.15	0.18

**Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 22

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Labour Party**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democ- rat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	157	61	26	2	38	3	7	-	1	3	15	81	27	13
	8%	12%bce	5%	2%	11%bc	3%	12%bc	-	14%	21%	5%	14%kl	6%	4%
1	169	71	32	7	42	*	3	*	1	1	15	81	34	24
	8%	14%bce	6%	5%	12%be	*	5%	10%	10%	4%	5%	14%kl	7%	7%
2	239	77	49	20	60	4	1	-	1	-	24	95	39	51
	12%	15%bef	9%	15%f	17%bef	5%	2%	-	19%	-	8%	16%k	8%	14%k
3	252	81	76	11	37	5	7	2	1	*	25	85	64	47
	12%	16%	15%	8%	11%	7%	13%	41%	18%	3%	8%	15%	14%	13%
4	242	60	67	18	45	18	6	*	-	1	24	74	47	56
	12%	12%	13%	14%	13%	24%abd	10%	8%	-	10%	8%	13%	10%	15%
5	501	78	122	20	69	23	14	-	3	3	154	85	110	78
	25%	15%	24%a	16%	20%	31%ac	24%	-	39%	24%	49%	15%	23%j	21%j
6	159	29	35	22	19	12	7	-	-	4	32	28	32	50
	8%	6%	7%	17%abd	5%	17%abd	12%	-	-	27%	10%	5%	7%	14%jk
7	84	15	25	10	11	6	3	-	-	1	7	21	24	15
	4%	3%	5%	8%ad	3%	8%	6%	-	-	5%	2%	4%	5%	4%
8	90	15	31	7	16	*	7	-	-	1	11	16	31	10
	4%	3%	6%a	5%	5%	1%	13%ade	-	-	7%	4%	3%	7%j	3%
9	35	6	18	2	6	2	-	-	-	-	1	7	20	5
	2%	1%	3%a	2%	2%	3%	-	-	-	-	*	1%	4%j	1%
10 - Very right wing	88	14	40	11	12	1	2	2	-	-	5	10	41	17
	4%	3%	8%ad	8%a	3%	1%	3%	41%	-	-	2%	2%	9%j	5%j
NET: (8-10)	212	35	89	20	34	4	9	2	-	1	18	34	92	32
	11%	7%	17%ade	15%a	9%	5%	16%a	41%	-	7%	6%	6%	20%j	9%
NET: (6-7)	243	44	60	32	30	18	10	-	-	4	38	48	55	66
	12%	9%	12%	25%abd	8%	24%abd	18%ad	-	-	31%	12%	8%	12%	18%jk
NET: (3-4)	493	142	143	28	82	23	13	2	1	2	49	159	110	102
	24%	28%	27%	22%	23%	31%	23%	49%	18%	13%	16%	27%	24%	28%
NET: (0-2)	565	209	106	29	140	6	11	*	3	3	54	256	101	89
	28%	41%bcef	20%e	23%e	39%bcef	9%	19%	10%	43%	25%	17%	44%kl	22%	24%
Mean	4.13	3.34	4.67ad	4.90ad	3.63	4.81ad	4.55ad	5.73	2.96	4.21	4.45	3.19	4.77j	4.32j

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 22

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Labour Party**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.50	2.44	2.64	2.55	2.54	1.80	2.61	4.05	2.02	2.65	1.94	2.38	2.77	2.32
Standard error	0.06	0.11	0.12	0.23	0.14	0.20	0.34	2.02	0.90	0.71	0.11	0.10	0.13	0.12

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

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**The Labour Party**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	157 8%	66 13%bck	31 5%	3 2%	6 10%ck	-	29 14%bck	2 4%	1 12%	4 12%ck	3 6%	13 4%
1	169 8%	79 16%bcdgijk	38 6%	10 6%	2 4%	* 10%	24 11%k	1 2%	2 25%	-	2 3%	11 3%
2	239 12%	75 15%dk	64 11%	25 16%dk	1 2%	1 25%	33 16%dk	3 7%	1 16%	2 5%	9 16%dk	24 7%
3	252 12%	78 16%jk	80 14%	20 12%	7 13%	-	24 11%	5 9%	1 15%	3 8%	2 3%	33 9%
4	242 12%	70 14%	66 11%	27 17%	6 10%	* 8%	21 10%	9 19%	-	3 8%	4 7%	35 10%
5	501 25%	61 12%	134 23%a	24 15%	16 30%ac	-	43 21%a	21 41%abcf	3 33%	11 30%a	24 41%abcf	164 46%abcd
6	159 8%	23 5%	43 7%	19 12%af	8 15%af	-	10 5%	7 13%a	-	6 16%af	5 9%	38 11%a
7	84 4%	10 2%	32 5%a	12 8%a	3 5%	-	6 3%	2 3%	-	1 4%	4 6%	14 4%
8	90 4%	13 3%	34 6%a	7 4%	5 9%a	1 17%	8 4%	* 1%	-	2 6%	2 4%	17 5%
9	35 2%	5 1%	23 4%afk	5 3%k	-	-	* *	- -	-	1 2%	-	1 *
10 - Very right wing	88 4%	14 3%	39 7%ak	10 6%k	2 3%	2 40%	10 5%k	1 1%	-	3 10%ak	3 5%	4 1%
NET: (8-10)	212 11%	32 6%	96 17%afgk	21 13%ak	7 12%	3 57%	19 9%	1 2%	-	6 17%agk	5 8%	23 6%
NET: (6-7)	243 12%	33 7%	75 13%a	32 20%af	11 20%af	-	16 8%	8 17%a	-	7 20%af	9 15%	52 15%af
NET: (3-4)	493 24%	148 30%jk	146 25%j	46 29%jk	13 23%	* 8%	45 21%	14 28%j	1 15%	6 16%	6 10%	68 19%
NET: (0-2)	565 28%	219 44%bcdgijk	133 23%k	38 24%k	9 16%	2 35%	86 41%bcdgik	6 12%	4 53%	6 18%	15 25%	47 13%
Mean	4.13	3.13	4.61af	4.60af	4.57af	6.31	3.53	4.47af	2.64	4.93af	4.53af	4.62af
Standard deviation	2.50	2.40	2.64	2.48	2.40	4.17	2.63	1.67	1.98	2.76	2.30	1.84

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

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Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 22

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**The Labour Party**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard error	0.06	0.11	0.11	0.19	0.32	1.87	0.19	0.22	0.81	0.44	0.32	0.10

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 22

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**The Labour Party**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	157 8%	10 6%	7 8%	21 9%	14 8%	16 8%	4 4%	13 7%	16 6%	24 9%	18 10%	14 9%
1	169 8%	9 5%	5 6%	26 11% <sup>DH</sup>	6 3%	21 12% <sup>DH</sup>	8 8%	14 7%	11 4%	23 9% <sup>D</sup>	19 10% <sup>DH</sup>	26 17% <sup>ABDGH</sup>
2	239 12%	12 7%	5 5%	34 15% <sup>AB</sup>	20 11%	25 13%	15 14%	23 12%	25 10%	30 12%	31 17% <sup>AB</sup>	20 13%
3	252 12%	22 12%	14 16%	28 12%	24 14%	24 13%	9 8%	27 14%	36 14%	39 15%	16 9%	14 9%
4	242 12%	18 10%	10 11%	29 12%	20 11%	18 10%	11 11%	27 15%	32 13%	35 14%	25 14%	16 11%
5	501 25%	55 31% <sup>HJ</sup>	25 27%	51 22%	61 34% <sup>CEH</sup> J	42 23%	29 27%	53 28%	50 20%	60 23%	34 19%	42 27%
6	159 8%	19 11% <sup>C</sup>	6 7%	11 5%	14 8%	17 9%	14 13% <sup>CIK</sup>	13 7%	20 8%	15 6%	22 12% <sup>C</sup>	8 5%
7	84 4%	7 4%	5 6% <sup>J</sup>	16 7% <sup>J</sup>	6 4%	5 3%	5 5% <sup>J</sup>	6 3%	13 5% <sup>J</sup>	11 4%	1 1%	7 4%
8	90 4%	15 9% <sup>GI</sup>	4 4%	8 4%	6 3%	8 4%	3 3%	1 1%	22 9% <sup>CDGI</sup>	6 2%	8 4%	7 5%
9	35 2%	2 1%	5 5% <sup>CK</sup>	2 1%	2 1%	4 2%	1 1%	2 1%	7 3%	4 2%	5 3%	1 1%
10 - Very right wing	88 4%	8 5%	4 5%	10 4%	6 4%	6 3%	6 6%	10 5%	22 9% <sup>EIJK</sup>	10 4%	5 2%	1 1%
NET: (8-10)	212 11%	25 14% <sup>IK</sup>	13 14%	21 9%	14 8%	18 9%	11 10%	13 7%	51 20% <sup>CDEG</sup> IJK	20 8%	18 10%	10 6%
NET: (6-7)	243 12%	26 15%	12 13%	28 12%	20 11%	23 12%	20 18%	19 10%	32 13%	26 10%	23 13%	15 9%
NET: (3-4)	493 24%	40 23%	24 27%	56 24%	43 24%	42 23%	20 19%	54 29%	68 27%	75 29%	41 22%	30 19%
NET: (0-2)	565 28%	31 18%	17 19%	81 34% <sup>ABD</sup> H	40 22%	62 33% <sup>ABH</sup>	27 26%	49 26%	52 21%	78 30% <sup>AH</sup> H	68 37% <sup>ABD</sup>	60 38% <sup>ABDGH</sup>

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

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Prepared by ComRes



**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 22

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**The Labour Party**

**Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Mean	4.13	4.66CE GIJK	4.54IJ K	3.88	4.22K	3.88	4.47K	4.04	4.79CD EIJJK	3.85	3.77	3.57
Standard deviation	2.50	2.40	2.60	2.54	2.27	2.49	2.43	2.34	2.74	2.42	2.50	2.34
Standard error	0.06	0.18	0.26	0.16	0.17	0.19	0.24	0.18	0.18	0.14	0.18	0.19

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 23

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Liberal Democrat Party**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	79	45	34	6	12	12	10	19	19	15	28	9	26	70	24	24	16	6	9
	4%	5%	3%	3%	4%	3%	3%	6%	5%	3%	5%	2%	6%	4%	5%	5%	3%	2%	5%
1	62	44	18	7	11	10	10	8	16	20	17	16	9	57	24	15	12	7	5
	3%	5% <sup>b</sup>	2%	3%	3%	3%	3%	3%	4%	4%	3%	4%	2%	3%	5%	3%	2%	2%	3%
2	100	53	47	8	13	25	15	16	24	25	28	22	26	97	30	34	19	14	3
	5%	5%	5%	3%	4%	7%	4%	5%	6%	5%	5%	5%	6%	5%	6% <sup>q</sup>	6% <sup>q</sup>	4%	5%	1%
3	157	82	75	29	31	29	23	21	24	52	48	19	39	147	50	25	43	28	10
	8%	8%	7%	12% <sup>h</sup>	10%	7%	7%	7%	6%	10% <sup>k</sup>	8%	5%	8%	8%	10% <sup>n</sup>	5%	9% <sup>n</sup>	10% <sup>n</sup>	6%
4	230	108	122	22	31	43	37	38	60	77	60	48	45	211	60	58	51	42	18
	11%	11%	12%	9%	10%	11%	11%	12%	14%	14% <sup>l</sup>	10%	11%	10%	12%	12%	11%	10%	14%	10%
5	846	370	476	113	124	162	157	122	168	209	250	189	197	775	186	237	225	127	71
	42%	37%	46% <sup>a</sup>	47%	38%	42%	46%	40%	40%	38%	43%	45%	43%	42%	36%	45% <sup>m</sup>	45% <sup>m</sup>	44%	40%
6	207	103	103	18	35	41	35	31	47	66	55	45	41	185	44	54	53	34	22
	10%	10%	10%	7%	11%	11%	10%	10%	11%	12%	9%	11%	9%	10%	9%	10%	11%	12%	13%
7	149	84	65	14	29	31	24	25	27	39	49	26	36	137	43	34	44	16	12
	7%	8%	6%	6%	9%	8%	7%	8%	6%	7%	8%	6%	8%	7%	8%	6%	9%	6%	7%
8	82	45	37	11	15	16	17	13	11	21	23	24	14	67	20	22	19	5	15
	4%	5%	4%	4%	5%	4%	5%	4%	3%	4%	4%	6%	3%	4%	4%	4%	4%	2%	9% <sup>mnop</sup>
9	38	19	18	2	14	5	5	7	5	9	5	11	14	30	8	11	7	4	7
	2%	2%	2%	1%	4% <sup>eh</sup>	1%	2%	2%	1%	2%	1%	3%	3% <sup>j</sup>	2%	2%	2%	1%	1%	4% <sup>o</sup>
10 - Very right wing	65	33	31	13	9	9	9	4	21	11	22	14	18	60	20	15	17	8	5
	3%	3%	3%	5% <sup>g</sup>	3%	2%	3%	1%	5% <sup>g</sup>	2%	4%	3%	4%	3%	4%	3%	3%	3%	3%
NET: (8-10)	185	98	87	25	38	30	31	23	38	41	50	49	45	157	48	49	43	17	28
	9%	10%	8%	10%	12%	8%	9%	8%	9%	8%	9%	11%	10%	9%	9%	9%	8%	6%	16% <sup>mnop</sup>
NET: (6-7)	356	187	169	31	64	72	59	56	74	105	104	71	76	322	87	88	97	50	34
	18%	19%	16%	13%	20%	19%	17%	18%	18%	19%	18%	17%	16%	18%	17%	17%	19%	17%	19%
NET: (3-4)	387	190	197	51	62	71	60	59	84	128	108	68	84	358	110	83	95	70	29
	19%	19%	19%	21%	19%	19%	18%	19%	20%	24% <sup>ijkl</sup>	18%	16%	18%	19%	22% <sup>n</sup>	16%	19%	24% <sup>n</sup>	16%
NET: (0-2)	241	142	98	21	35	48	35	43	59	60	72	47	61	225	78	73	46	27	16
	12%	14% <sup>b</sup>	10%	9%	11%	12%	10%	14%	14%	11%	12%	11%	13%	12%	15% <sup>op</sup>	14% <sup>o</sup>	9%	9%	9%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 23

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Liberal Democrat Party**

**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
Mean	4.87	4.81	4.93	4.93	5.02	4.83	4.95	4.70	4.82	4.79	4.84	5.04	4.85	4.84	4.72	4.85	4.98	4.79	5.21m
Standard deviation	2.05	2.18	1.91	2.04	2.14	1.95	1.92	2.06	2.16	1.93	2.08	2.00	2.18	2.04	2.22	2.06	1.94	1.80	2.14
Standard error	0.05	0.07	0.06	0.18	0.12	0.10	0.10	0.11	0.10	0.07	0.09	0.12	0.10	0.05	0.10	0.09	0.09	0.10	0.16

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 23

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Liberal Democrat Party**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democ- rat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	79 4%	17 3%	19 4%	1 1%	28 8%abc	1 1%	3 5%	-	2 32%	-	8 3%	33 6%	18 4%	11 3%
1	62 3%	26 5%bc	12 2%	-	15 4%c	1 2%	-	-	-	-	4 1%	26 5%l	15 3%	4 1%
2	100 5%	29 6%	17 3%	5 4%	28 8%bf	2 2%	-	-	2 29%	2 14%	15 5%	35 6%	14 3%	14 4%
3	157 8%	57 11%f	41 8%	8 6%	27 8%	4 6%	1 1%	-	-	-	13 4%	55 9%	44 10%	24 7%
4	230 11%	77 15%b	41 8%	16 13%	41 11%	13 17%b	6 10%	* 8%	-	1 6%	37 12%	84 14%k	32 7%	47 13%k
5	846 42%	199 39%	197 38%	47 36%	134 38%	31 42%	20 36%	2 51%	3 39%	7 52%	185 59%	230 39%	171 37%	146 40%
6	207 10%	47 9%	74 14%ad	15 12%	26 7%	12 15%d	7 12%	-	-	2 17%	29 9%	59 10%	57 12%	49 13%
7	149 7%	36 7%	55 11%	7 5%	22 6%	8 11%	9 16%acd	-	-	2 12%	8 3%	39 7%	47 10%	29 8%
8	82 4%	9 2%	32 6%a	10 8%a	13 4%	3 4%	10 17%abde	-	-	-	3 1%	12 2%	34 7%j	14 4%
9	38 2%	2 *	13 2%a	11 9%abde	7 2%	-	1 2%	-	-	-	2 1%	2 *	13 3%j	14 4%j
10 - Very right wing	65 3%	10 2%	19 4%	8 6%a	16 4%	1 1%	1 1%	2 41%	-	-	9 3%	8 1%	22 5%j	16 4%j
NET: (8-10)	185 9%	21 4%	64 12%a	29 23%abde	35 10%a	4 5%	11 20%ade	2 41%	-	-	14 4%	23 4%	69 15%j	44 12%j
NET: (6-7)	356 18%	83 16%	129 25%ad	22 17%	47 13%	20 26%d	16 28%ad	-	-	4 28%	37 12%	98 17%	104 22%	78 21%
NET: (3-4)	387 19%	134 26%bdf	82 16%	24 19%	68 19%	17 23%	6 11%	* 8%	-	1 6%	49 16%	138 24%k	76 16%	71 19%
NET: (0-2)	241 12%	72 14%bce	48 9%	6 5%	71 20%bcef	3 5%	3 5%	-	4 61%	2 14%	28 9%	94 16%kl	47 10%	29 8%
Mean	4.87	4.49	5.21ad	5.68ad	4.54	5.08a	5.70ad	6.95	2.54	4.92	4.81	4.41	5.22j	5.21j

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 23

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Liberal Democrat Party**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election				
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)	
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367	
Standard deviation		2.05	1.89	2.09	2.12	2.37	1.50	1.99	2.86	2.31	1.44	1.62	1.95	2.22	2.02
Standard error		0.05	0.08	0.09	0.19	0.13	0.17	0.26	1.43	1.03	0.38	0.09	0.08	0.10	0.10

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 23

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Liberal Democrat Party**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	79 4%	17 4%	21 4%	1 1%	3 5%	1 25%	21 10%abck	1 1%	3 43%	-	4 6%	6 2%
1	62 3%	21 4%c	20 3%	* 1%	1 2%	-	11 5%c	* 1%	-	-	-	8 2%
2	100 5%	30 6%	23 4%	7 4%	-	-	15 7%	2 3%	2 24%	1 4%	4 6%	15 4%
3	157 8%	63 13%bfbk	45 8%	14 9%	2 3%	-	13 6%	3 5%	-	1 3%	3 5%	14 4%
4	230 11%	83 17%bk	48 8%	21 13%	6 11%	* 8%	23 11%	5 11%	-	1 4%	6 11%	35 10%
5	846 42%	187 38%	223 38%	56 35%	20 37%	1 27%	76 36%	28 56%abcf	3 33%	16 46%	27 46%	208 59%abcdf
6	207 10%	44 9%	75 13%f	23 14%f	5 8%	-	13 6%	6 12%	-	5 14%	6 10%	30 9%
7	149 7%	29 6%	61 10%ak	11 7%	7 13%	-	11 5%	4 7%	-	4 10%	3 5%	20 6%
8	82 4%	7 1%	37 6%ak	9 6%a	10 17%abcfjgk	-	5 3%	1 2%	-	3 8%a	2 4%	8 2%
9	38 2%	6 1%	13 2%	8 5%ak	1 2%	-	7 4%k	-	-	-	1 1%	1 *
10 - Very right wing	65 3%	6 1%	18 3%	10 6%a	1 1%	2 40%	13 6%a	1 1%	-	4 11%abk	3 6%a	8 2%
NET: (8-10)	185 9%	19 4%	67 12%ak	27 17%agk	11 20%agk	2 40%	25 12%ak	2 4%	-	7 19%agk	6 10%	17 5%
NET: (6-7)	356 18%	73 15%	136 23%afk	34 21%f	12 21%	-	24 11%	10 19%	-	9 24%	9 15%	50 14%
NET: (3-4)	387 19%	146 29%bdfik	93 16%	35 22%	8 15%	* 8%	36 17%	8 16%	-	2 7%	9 16%	49 14%
NET: (0-2)	241 12%	68 14%ck	64 11%	9 6%	4 8%	1 25%	48 23%abcdgjk	3 5%	5 67%	1 4%	7 12%	29 8%
Mean	4.87	4.41	5.09af	5.46afk	5.46afk	5.71	4.51	4.99	2.12	5.95abfgjk	4.93	4.91a
Standard deviation	2.05	1.84	2.10	2.05	2.14	4.47	2.60	1.43	2.31	1.95	2.17	1.60

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

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 23

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Liberal Democrat Party**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard error	0.05	0.08	0.09	0.16	0.28	2.00	0.19	0.19	0.94	0.31	0.31	0.09

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 23

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Liberal Democrat Party**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	79 4%	9 5%J	2 2%	9 4%	5 3%	8 4%	5 4%	6 3%	11 4%	13 5%J	1 1%	10 7%J
1	62 3%	5 3%	2 2%	7 3%	3 1%	9 5%	2 2%	1 1%	11 4%	13 5%G	5 3%	5 3%
2	100 5%	3 1%	6 6%	5 2%	8 5%	13 7%AC	2 2%	8 4%	15 6%	15 6%A	12 6%A	14 9%AC
3	157 8%	10 6%	6 6%	19 8%	19 11%E	6 3%	12 11%E	13 7%	24 10%E	26 10%E	17 9%E	6 4%
4	230 11%	18 10%	9 10%	26 11%	16 9%	19 10%	9 8%	21 11%	30 12%	30 12%	33 18%DF	18 12%
5	846 42%	71 40%	38 42%	106 45%H	81 46%H	69 37%	53 49%H	101 54%AEH IJ	83 33%	104 40%	75 41%	67 43%
6	207 10%	22 13%	6 7%	27 12%	19 11%	28 15%G	14 13%	14 7%	21 8%	24 9%	20 11%	12 7%
7	149 7%	12 7%	13 14%FGI	19 8%	12 7%	14 8%	4 4%	9 5%	31 12%FGI	12 5%	12 7%	11 7%
8	82 4%	15 9%CIJK	6 7%J	7 3%	7 4%	12 6%J	3 3%	7 4%	11 5%	8 3%	2 1%	4 2%
9	38 2%	7 4%G	* *	3 1%	3 2%	5 3%	1 1%	- -	5 2%	3 1%	3 2%	6 4%G
10 - Very right wing	65 3%	5 3%	3 4%	9 4%	5 3%	3 2%	4 4%	9 5%	10 4%	10 4%	4 2%	3 2%
NET: (8-10)	185 9%	28 16%CIJ	10 10%	19 8%	15 8%	20 11%	8 7%	16 9%	27 11%	22 8%	9 5%	12 8%
NET: (6-7)	356 18%	34 19%	19 21%	46 20%	31 18%	42 23%GI	18 17%	23 12%	52 21%	36 14%	32 17%	23 15%
NET: (3-4)	387 19%	29 16%	15 16%	45 19%	35 20%	25 13%	20 19%	34 18%	55 22%	56 22%	50 27%AEK	25 16%
NET: (0-2)	241 12%	16 9%	10 11%	21 9%	15 9%	30 16%	9 8%	15 8%	37 14%	42 16%CDG	18 10%	29 19%ACDFGJ

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

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



**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 23

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**The Liberal Democrat Party**

**Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Mean	4.87	5.21IK	5.14I	4.96	4.93	4.92	4.86	4.97	4.87	4.57	4.76	4.61
Standard deviation	2.05	2.14	1.99	1.98	1.88	2.15	1.91	1.86	2.26	2.18	1.73	2.19
Standard error	0.05	0.16	0.20	0.13	0.14	0.17	0.19	0.14	0.15	0.13	0.13	0.18

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 24

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**UKIP, The UK Independence Party**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	82	35	47	17	22	7	13	8	15	17	20	22	24	69	22	15	25	7	13
	4%	4%	5%	7%e	7%eg	2%	4%	3%	4%	3%	3%	5%	5%	4%	4%	3%	5%	3%	7%np
1	44	14	30	9	9	13	4	3	5	10	11	12	11	38	15	11	8	4	6
	2%	1%	3%a	4%	3%	3%	1%	1%	1%	2%	2%	3%	2%	2%	3%	2%	2%	1%	4%
2	68	31	37	-	6	14	19	17	12	12	29	15	61	16	19	16	10	8	8
	3%	3%	4%	-	2%	4%c	6%cd	6%cd	3%	2%	7%ijl	3%	3%	3%	4%	3%	4%	4%	4%
3	58	30	28	8	8	10	7	10	14	16	18	14	10	54	13	21	14	7	4
	3%	3%	3%	3%	2%	3%	2%	3%	3%	3%	3%	2%	3%	3%	3%	4%	3%	2%	2%
4	69	34	35	8	6	13	14	11	17	17	23	13	15	65	13	23	15	14	3
	3%	3%	3%	3%	2%	3%	4%	3%	4%	3%	4%	3%	3%	4%	3%	4%	3%	5%	2%
5	457	145	312	73	84	95	70	67	67	90	123	105	139	420	101	134	123	62	37
	23%	15%	30%a	30%fh	26%h	25%ch	20%	22%	16%	17%	21%	25%i	30%ij	23%	20%	25%	24%	21%	21%
6	161	80	81	22	18	34	28	24	36	35	44	47	36	151	35	46	37	33	10
	8%	8%	8%	9%	6%	9%	8%	8%	9%	6%	8%	11%i	8%	8%	7%	9%	7%	11%	5%
7	178	100	79	30	24	22	27	23	52	53	47	32	46	166	45	53	47	21	12
	9%	10%	8%	12%e	8%	6%	8%	8%	12%e	10%	8%	7%	10%	9%	9%	10%	9%	7%	7%
8	264	158	105	17	60	41	37	41	67	88	80	50	46	244	63	72	62	47	20
	13%	16%b	10%	7%	19%cef	11%	11%	14%	16%c	16%l	14%	12%	10%	13%	12%	14%	12%	16%	11%
9	265	152	113	23	36	53	52	43	57	89	84	43	49	244	84	61	68	32	21
	13%	15%b	11%	10%	11%	14%	15%	14%	14%	16%kl	14%	10%	11%	13%	16%n	11%	14%	11%	12%
10 - Very right wing	368	208	160	35	49	79	71	54	80	117	120	58	73	325	104	77	89	55	43
	18%	21%b	16%	14%	15%	21%	21%	18%	19%	22%kl	21%k	14%	16%	18%	20%n	15%	18%	19%	24%n
NET: (8-10)	897	519	378	75	144	174	160	139	205	294	284	151	168	813	251	210	219	134	84
	45%	53%b	37%	31%	45%c	46%c	47%c	46%c	48%c	54%kl	49%kl	36%	36%	44%	49%n	39%	43%	46%	48%
NET: (6-7)	339	180	159	51	42	56	55	47	88	87	92	78	82	317	80	100	85	53	22
	17%	18%	16%	21%	13%	15%	16%	16%	21%de	16%	16%	18%	18%	17%	16%	19%	17%	18%	12%
NET: (3-4)	126	63	63	16	13	24	22	21	31	33	41	27	25	119	26	44	29	21	7
	6%	6%	6%	7%	4%	6%	6%	7%	7%	6%	7%	6%	5%	6%	5%	8%	6%	7%	4%
NET: (0-2)	194	80	115	26	37	33	36	29	32	38	43	63	50	167	53	44	49	21	27
	10%	8%	11%a	11%	12%	9%	10%	10%	8%	7%	7%	15%ij	11%i	9%	10%	8%	10%	7%	15%np

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 24

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**UKIP, The UK Independence Party**

**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
Mean	6.61	7.02b	6.21	6.04	6.39	6.70c	6.72c	6.65	6.88cd	7.10kl	6.85kl	6.03	6.25	6.62	6.79	6.43	6.56	6.75	6.52
Standard deviation	2.74	2.68	2.75	2.80	2.85	2.70	2.79	2.69	2.63	2.63	2.68	2.83	2.74	2.70	2.83	2.58	2.76	2.57	3.16
Standard error	0.06	0.09	0.08	0.24	0.16	0.13	0.14	0.15	0.13	0.10	0.12	0.17	0.13	0.06	0.12	0.12	0.12	0.15	0.24

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 24

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**UKIP, The UK Independence Party**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)											Voted in 2010 General Election		
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democr- at (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	82 4%	15 3%	36 7%ad	5 4%	10 3%	2 3%	4 7%	-	-	-	7 2%	11 2%	30 7%j	14 4%
1	44 2%	13 2%	13 2%	6 5% <sup>d</sup>	4 1%	2 2%	1 2%	-	1 14%	-	6 2%	12 2%	15 3%	13 3%
2	68 3%	22 4%	22 4%	* 4%	14 4%	- 4%	3 6% <sup>c</sup>	-	-	-	5 2%	28 5%	17 4%	8 2%
3	58 3%	21 4%	14 3%	2 2%	12 3%	1 2%	2 3%	-	-	-	4 1%	18 3%	9 2%	11 3%
4	69 3%	37 7% <sup>bce</sup>	10 2%	1 1%	15 4%	- 4%	1 1%	-	-	-	4 1%	38 6% <sup>kl</sup>	9 2%	10 3%
5	457 23%	87 17%	95 18%	19 15%	79 22%	10 13%	10 17%	* 10%	3 39%	4 27%	143 46%	101 17%	105 22% <sup>l</sup>	59 16%
6	161 8%	34 7%	40 8%	9 7%	41 11% <sup>a</sup>	7 10%	2 4%	-	-	1 10%	30 10%	47 8%	34 7%	32 9%
7	178 9%	45 9%	30 6%	14 11%	57 16% <sup>abe</sup>	3 5%	4 7%	-	1 18%	2 14%	14 4%	58 10% <sup>k</sup>	29 6%	33 9%
8	264 13%	73 14%	52 10%	19 15%	74 21% <sup>ab</sup>	9 12%	6 10%	2 49%	1 19%	-	28 9%	93 16%	54 12%	46 13%
9	265 13%	89 17% <sup>df</sup>	67 13%	19 15%	36 10%	14 18%	4 6%	-	1 10%	-	37 12%	100 17%	61 13%	56 15%
10 - Very right wing	368 18%	74 15% <sup>d</sup>	143 28% <sup>ad</sup>	32 25% <sup>ad</sup>	15 4%	26 35% <sup>ad</sup>	20 36% <sup>ad</sup>	2 41%	-	7 49%	36 11%	78 13%	104 22% <sup>j</sup>	85 23% <sup>j</sup>
NET: (8-10)	897 45%	236 46% <sup>d</sup>	262 50% <sup>d</sup>	70 54% <sup>d</sup>	125 35%	49 66% <sup>abd</sup>	30 53% <sup>d</sup>	4 90%	2 29%	7 49%	101 32%	271 46%	219 47%	187 51%
NET: (6-7)	339 17%	79 15%	69 13%	24 18%	98 28% <sup>abef</sup>	11 15%	6 11%	-	1 18%	3 24%	44 14%	105 18%	63 13%	66 18%
NET: (3-4)	126 6%	58 11% <sup>bce</sup>	23 5%	4 3%	26 7%	1 2%	2 4%	-	-	-	8 2%	55 9% <sup>k</sup>	19 4%	21 6%
NET: (0-2)	194 10%	49 10%	71 14% <sup>d</sup>	12 9%	28 8%	4 5%	8 15%	-	1 14%	-	18 6%	51 9%	63 13% <sup>j</sup>	35 9%
Mean	6.61	6.57	6.74 <sup>d</sup>	7.12 <sup>d</sup>	6.28	7.77 <sup>abd</sup>	6.86	8.51	5.73	7.82	6.23	6.67	6.55	6.92

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 24

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**UKIP, The UK Independence Party**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.74	2.73	3.13	2.82	2.26	2.60	3.28	1.69	2.61	2.30	2.32	2.58	3.03	2.82
Standard error	0.06	0.12	0.14	0.25	0.12	0.29	0.42	0.85	1.17	0.62	0.13	0.10	0.14	0.15

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 24

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**UKIP, The UK Independence Party**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	82 4%	11 2%	36 6%ak	6 4%	7 12%acfik	-	8 4%	1 1%	-	-	3 5%	9 3%
1	44 2%	8 2%	14 2%	6 3%	1 2%	-	3 2%	2 3%	1 12%	* 1%	-	9 3%
2	68 3%	23 5%c	26 4%c	1 1%	3 6%c	-	6 3%	-	-	1 3%	1 2%	7 2%
3	58 3%	14 3%	22 4%	3 2%	2 3%	-	5 2%	-	-	-	1 2%	11 3%
4	69 3%	39 8%bck	12 2%	1 *	1 1%	-	10 5%ck	-	-	2 4%k	3 5%ck	2 *
5	457 23%	80 16%	111 19%	23 14%	10 19%	1 27%	42 20%	11 22%	3 33%	6 16%	21 36%abcf	149 42%abcd gi
6	161 8%	37 7%	47 8%	12 8%	2 4%	-	26 13%	6 12%	-	3 8%	4 7%	24 7%
7	178 9%	45 9%	36 6%	18 11%	4 8%	-	38 18%abk	4 7%	1 15%	4 10%	6 10%	23 6%
8	264 13%	91 18%bcdk	60 10%	17 11%	4 7%	* 8%	40 19%bdk	4 8%	3 32%	3 7%	4 7%	38 11%
9	265 13%	85 17%bdf	72 12%	28 18%df	3 5%	1 25%	14 7%	5 9%	1 8%	3 8%	4 6%	50 14%f
10 - Very right wing	368 18%	60 12%	148 25%afk	46 28%afk	19 34%afk	2 40%	16 8%	18 36%afk	-	15 43%abfjk	11 19%f	33 9%
NET: (8-10)	897 45%	236 48%fk	281 48%fk	91 57%fjk	25 45%	4 73%	71 34%	27 54%fk	3 41%	21 57%fjk	19 33%	121 34%
NET: (6-7)	339 17%	82 17%	83 14%	30 19%	6 11%	-	64 31%abcdk	10 19%	1 15%	7 18%	10 17%	46 13%
NET: (3-4)	126 6%	54 11%bcgk	34 6%	4 3%	2 4%	-	14 7%	-	-	2 4%	4 7%	13 4%
NET: (0-2)	194 10%	42 9%	76 13%ak	12 8%	11 20%acfgik	-	18 9%	2 4%	1 12%	2 4%	4 7%	26 7%
Mean	6.61	6.65k	6.64k	7.35abdfjk	6.33	8.25	6.29	7.51afjk	6.11	7.74afjk	6.28	6.18

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

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 24

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**UKIP, The UK Independence Party**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard deviation	2.74	2.57	3.07	2.74	3.56	2.31	2.37	2.53	2.51	2.48	2.66	2.43
Standard error	0.06	0.11	0.13	0.21	0.47	1.03	0.17	0.34	1.03	0.40	0.38	0.13

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 24

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**UKIP, The UK Independence Party**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	82 4%	13 7%EI	3 4%	15 6%EI	7 4%	3 1%	2 2%	6 3%	16 6%E	6 2%	5 3%	6 4%
1	44 2%	6 4%	2 2%	3 1%	3 2%	6 3%	-	3 2%	12 5%I	3 1%	4 2%	2 1%
2	68 3%	8 4%	1 2%	9 4%	5 3%	2 1%	4 4%	5 3%	7 3%	9 3%	6 3%	12 8%E
3	58 3%	4 2%	-	5 2%	9 5%	5 3%	2 2%	13 7%BCI	7 3%	6 2%	5 3%	3 2%
4	69 3%	3 2%	3 3%	8 3%	4 2%	6 3%	1 1%	11 6%I	9 4%	4 2%	13 7%AI	6 4%
5	457 23%	37 21%	24 26%	50 21%	49 28%HJ	49 26%H	29 27%H	57 30%HJK	40 16%	61 24%	33 18%	28 18%
6	161 8%	10 5%	9 10%	20 8%	9 5%	13 7%	13 12%	14 8%	18 7%	17 6%	20 11%	19 12%D
7	178 9%	12 7%	8 9%	19 8%	20 11%	25 13%	5 5%	15 8%	24 10%	20 8%	16 8%	13 8%
8	264 13%	20 11%	11 12%	27 11%	25 14%	28 15%	18 17%	27 15%	26 10%	37 14%	29 16%	17 11%
9	265 13%	21 12%	14 16%	31 13%	23 13%	23 13%	8 8%	17 9%	40 16%	44 17%FG	23 13%	20 13%
10 - Very right wing	368 18%	43 24%DEG	15 17%	50 21%G	23 13%	27 14%	24 23%G	19 10%	52 21%G	52 20%G	31 17%	31 20%G
NET: (8-10)	897 45%	84 48%G	40 44%	107 45%G	71 40%	78 42%	50 47%	64 34%	119 47%G	132 51%DG	84 45%	68 43%
NET: (6-7)	339 17%	22 12%	17 19%	39 17%	29 16%	38 20%	18 17%	30 16%	43 17%	37 14%	35 19%	32 21%
NET: (3-4)	126 6%	7 4%	3 3%	13 5%	12 7%	11 6%	3 3%	24 13%ABCF	17 7%	10 4%	18 10%I	9 6%
NET: (0-2)	194 10%	27 15%EGI	7 7%	27 11%	16 9%	11 6%	7 6%	14 7%	34 14%EI	18 7%	15 8%	19 12%

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

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



**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 24

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**UKIP, The UK Independence Party**

**Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Mean	6.61	6.52	6.74	6.61	6.38	6.69G	6.88G	6.06	6.57	7.00DG	6.67	6.58
Standard deviation	2.74	3.16	2.59	2.91	2.65	2.41	2.50	2.51	3.06	2.57	2.62	2.81
Standard error	0.06	0.24	0.26	0.19	0.19	0.19	0.25	0.19	0.20	0.15	0.19	0.23

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 25

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Prince Charles**

**Base: All respondents**

	Gender			Age						Social Class				Region					
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	40 2%	19 2%	21 2%	3 1%	7 2%	6 2%	7 2%	5 2%	12 3%	10 2%	9 2%	8 2%	13 3%	38 2%	8 2%	14 3%	11 2%	5 2%	1 1%
1	20 1%	10 1%	10 1%	3 1%	4 1%	3 1%	4 1%	2 1%	4 1%	4 1%	7 1%	3 1%	5 1%	20 1%	10 2%	3 1%	3 *	5 2%	-
2	40 2%	23 2%	17 2%	1 *	9 3%h	17 5%cfh	5 1%	6 2%	3 1%	11 2%	16 3%	9 2%	4 1%	38 2%	11 2%	13 2%	6 1%	8 3%	2 1%
3	82 4%	48 5%	34 3%	5 2%	18 5%h	19 5%	17 5%	14 5%	10 2%	24 4%	30 5%	13 3%	16 3%	77 4%	26 5%	22 4%	20 4%	9 3%	5 3%
4	114 6%	48 5%	66 6%	15 6%	21 7%	12 3%	28 8%e	18 6%	20 5%	33 6%	35 6%	21 5%	25 5%	105 6%	30 6%	29 6%	24 5%	22 8%	10 5%
5	772 38%	380 39%	391 38%	108 45%h	131 41%h	158 41%h	128 37%	110 36%	136 32%	176 32%	231 40%i	179 42%i	186 40%i	703 38%	194 38%	207 39%	201 40%	100 34%	69 39%
6	211 10%	107 11%	104 10%	22 9%	28 9%	38 10%	37 11%	41 13%	45 11%	58 11%	53 9%	52 12%	48 10%	198 11%	44 9%	53 10%	65 13%	36 12%	13 7%
7	239 12%	115 12%	124 12%	33 14%	38 12%	50 13%	29 8%	43 14%f	47 11%	76 14%	69 12%	45 11%	49 11%	214 12%	61 12%	60 11%	58 11%	35 12%	25 14%
8	255 13%	122 12%	133 13%	25 10%	35 11%	40 11%	37 11%	32 11%	86 20% fg	81 15%	72 12%	47 11%	55 12%	222 12%	64 13%	74 14%	49 10%	34 12%	33 19%o
9	99 5%	50 5%	48 5%	8 3%	16 5%	21 6%	22 6%	12 4%	19 4%	26 5%	27 5%	22 5%	23 5%	95 5%	30 6%	22 4%	25 5%	18 6%	4 2%
10 - Very right wing	142 7%	64 6%	79 8%	19 8%	15 5%	17 5%	29 9%e	20 7%	42 10%de	43 8%	34 6%	26 6%	39 8%	128 7%	34 7%	33 6%	44 9%	17 6%	15 8%
NET: (8-10)	496 25%	236 24%	260 25%	52 21%	66 20%	79 21%	88 26%	64 21%	147 35% cde fg	150 28%	133 23%	94 22%	117 25%	444 24%	127 25%	129 24%	118 23%	70 24%	52 29%
NET: (6-7)	450 22%	222 23%	228 22%	55 23%	66 20%	88 23%	66 19%	83 28%f	92 22%	134 25%	122 21%	97 23%	97 21%	413 22%	104 20%	114 21%	123 24%	72 25%	38 21%
NET: (3-4)	197 10%	96 10%	100 10%	20 8%	39 12%h	32 8%	44 13%h	32 11%	30 7%	57 11%	64 11%	34 8%	41 9%	182 10%	56 11%	51 10%	43 9%	31 11%	15 8%
NET: (0-2)	100 5%	52 5%	48 5%	7 3%	20 6%	26 7%	16 5%	12 4%	18 4%	25 5%	32 6%	20 5%	23 5%	96 5%	29 6%	30 6%	20 4%	18 6%	4 2%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 25

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**Prince Charles**

**Base: All respondents**

	Gender		Age						Social Class				Region						
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
Mean	5.93	5.89	5.98	5.96	5.65	5.75	5.92	5.92	6.32 <sup>de</sup> fg	6.10 <sup>j</sup>	5.81	5.88	5.95	5.91	5.88	5.86	5.99	5.89	6.23
Standard deviation	2.11	2.10	2.12	1.97	2.09	2.05	2.20	2.01	2.20	2.14	2.08	2.02	2.18	2.12	2.16	2.12	2.10	2.13	1.94
Standard error	0.05	0.07	0.06	0.17	0.11	0.10	0.11	0.11	0.11	0.08	0.09	0.12	0.10	0.05	0.09	0.10	0.09	0.12	0.15

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 25

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Prince Charles**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democr- at (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	40 2%	8 2%	13 3%	1 1%	8 2%	1 1%	* 1%	- -	1 14%	2 11%	6 2%	8 1%	12 2%	8 2%
1	20 1%	3 1%	6 1%	- -	7 2%	- -	- -	- -	- -	- -	3 1%	6 1%	7 2%	1 *
2	40 2%	7 1%	15 3%	3 3%	5 1%	2 2%	- -	- -	- -	- -	9 3%	12 2%	12 3%	7 2%
3	82 4%	26 5%	21 4%	5 4%	19 5%	1 1%	1 1%	- -	- -	1 7%	9 3%	26 5%	24 5%	10 3%
4	114 6%	36 7%	22 4%	4 3%	30 8%b	7 10%	2 3%	- -	1 10%	2 16%	5 2%	41 7%k	15 3%	28 8%k
5	772 38%	188 37%	176 34%	34 26%	143 40%c	21 28%	22 38%	- -	- -	1 8%	179 57%	217 37%	148 32%	118 32%
6	211 10%	52 10%	55 11%	22 17%f	37 11%	8 11%	2 4%	- -	1 19%	1 5%	23 7%	53 9%	58 12%	43 12%
7	239 12%	56 11%	71 14%	24 19%ad	31 9%	11 15%	4 7%	2 51%	1 18%	3 19%	38 12%	79 14%	52 11%	54 15%
8	255 13%	78 15%cd	63 12%	20 16%	31 9%	15 20%cd	15 27%abd	- -	- -	4 28%	26 8%	83 14%	61 13%	56 15%
9	99 5%	32 6%	26 5%	6 4%	19 5%	6 8%	3 6%	- -	- -	1 6%	7 2%	36 6%	22 5%	17 5%
10 - Very right wing	142 7%	23 4%	53 10%a	10 7%	24 7%	4 5%	8 13%a	2 49%	3 39%	- -	9 3%	21 4%	56 12%j	27 7%j
NET: (8-10)	496 25%	133 26%	142 27%	35 27%	75 21%	25 33%cd	26 46%abcd	2 49%	3 39%	5 34%	41 13%	141 24%	139 30%	100 27%
NET: (6-7)	450 22%	108 21%	126 24%f	46 35%abdf	68 19%	19 25%	6 11%	2 51%	2 36%	3 24%	61 19%	132 23%	110 24%	97 26%
NET: (3-4)	197 10%	62 12%	42 8%	10 7%	49 14%b	8 11%	2 4%	- -	1 10%	3 23%	14 5%	67 12%	40 8%	37 10%
NET: (0-2)	100 5%	18 4%	34 7%	5 4%	20 6%	2 3%	* 1%	- -	1 14%	2 11%	18 6%	27 5%	31 7%	15 4%
Mean	5.93	5.94	6.07d	6.31d	5.68	6.36d	6.80abd	8.47	6.68	5.67	5.49	5.88	6.12	6.12

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 25

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Prince Charles**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.11	2.02	2.29	1.97	2.16	1.95	2.02	1.69	3.70	2.77	1.78	2.00	2.36	2.07
Standard error	0.05	0.09	0.10	0.18	0.12	0.21	0.26	0.84	1.65	0.74	0.10	0.08	0.11	0.11

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 25

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Prince Charles**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	40 2%	8 2%	12 2%	3 2%	1 3%	-	3 1%	1 1%	2 29%	2 4%	3 5%	5 1%
1	20 1%	2 *	8 1%	-	-	-	4 2%	-	-	1 2%	-	4 1%
2	40 2%	9 2%	13 2%	3 2%	-	1 25%	5 2%	1 2%	-	-	-	8 2%
3	82 4%	20 4%	28 5%	5 3%	* 1%	1 17%	12 6%	-	-	* 1%	2 4%	14 4%
4	114 6%	35 7%	31 5%	12 7%	-	-	14 7%	2 3%	1 8%	3 8%	2 3%	16 5%
5	772 38%	171 35%	195 33%	42 26%	22 39%	-	85 41% <sup>c</sup>	17 34%	-	11 30%	31 53% <sup>abc</sup>	198 56% <sup>abcd</sup> gi
6	211 10%	55 11%	66 11%	23 14% <sup>k</sup>	5 9%	-	24 11%	6 12%	1 16%	3 9%	2 4%	26 7%
7	239 12%	62 13%	68 12%	29 18% <sup>f</sup>	4 7%	* 10%	15 7%	8 16%	1 15%	3 7%	8 14%	40 11%
8	255 13%	85 17% <sup>bfjk</sup>	68 12%	30 19% <sup>bfjk</sup>	12 22% <sup>bfjk</sup>	-	16 8%	10 20% <sup>fjk</sup>	-	4 10%	1 2%	28 8%
9	99 5%	27 6%	33 6% <sup>k</sup>	3 2%	3 6%	-	14 7% <sup>k</sup>	4 8% <sup>k</sup>	-	2 6%	3 6%	9 2%
10 - Very right wing	142 7%	19 4%	60 10% <sup>ak</sup>	11 7% <sup>k</sup>	8 14% <sup>ak</sup>	2 49%	16 8% <sup>k</sup>	2 3%	3 33%	8 24% <sup>abcfkg</sup>	5 9% <sup>k</sup>	8 2%
NET: (8-10)	496 25%	131 27% <sup>k</sup>	162 28% <sup>k</sup>	44 27% <sup>k</sup>	23 42% <sup>abfjk</sup>	2 49%	47 23% <sup>k</sup>	16 31% <sup>k</sup>	3 33%	14 40% <sup>fjk</sup>	10 17%	44 12%
NET: (6-7)	450 22%	118 24%	134 23%	52 33% <sup>bdfk</sup>	9 16%	* 10%	38 18%	14 28%	2 30%	6 16%	10 18%	66 19%
NET: (3-4)	197 10%	55 11% <sup>d</sup>	59 10% <sup>d</sup>	17 10% <sup>d</sup>	* 1%	1 17%	26 12% <sup>d</sup>	2 3%	1 8%	3 8%	4 7%	30 8%
NET: (0-2)	100 5%	19 4%	34 6%	6 4%	1 3%	1 25%	12 6%	2 4%	2 29%	2 6%	3 5%	17 5%
Mean	5.93	5.99 <sup>k</sup>	6.06 <sup>k</sup>	6.20 <sup>k</sup>	6.67 <sup>afk</sup>	6.56	5.75	6.37 <sup>k</sup>	5.57	6.57 <sup>k</sup>	5.71	5.43

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

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 25

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Prince Charles**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard deviation	2.11	1.98	2.28	1.97	2.18	4.06	2.19	1.84	4.26	2.71	2.24	1.71
Standard error	0.05	0.09	0.10	0.15	0.29	1.81	0.16	0.25	1.74	0.43	0.32	0.09

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

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Table 25

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**Prince Charles**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	40 2%	1 1%	1 1%	5 2%	5 3%	4 2%	1 1%	2 1%	5 2%	3 1%	4 2%	8 5%AI
1	20 1%	-	-	1 *	1 1%	2 1%	2 2%	1 *	7 3%	3 1%	2 1%	-
2	40 2%	2 1%	1 2%	2 1%	3 2%	1 1%	2 2%	4 2%	6 3%	5 2%	6 3%	8 5%CE
3	82 4%	5 3%	8 9%CF	5 2%	7 4%	6 3%	1 1%	8 4%	14 6%	12 5%	8 4%	9 6%
4	114 6%	10 5%	5 5%	11 4%	8 5%	9 5%	3 3%	13 7%	19 7%	11 4%	19 10%CI	7 5%
5	772 38%	69 39%J	30 33%	92 39%J	79 44%HJ	62 33%	53 50%BEH J	87 46%EHJ	79 31%	115 45%EHJ	47 26%	57 37%
6	211 10%	13 7%	12 14%	31 13%	21 12%	21 11%	14 13%	18 9%	19 8%	25 10%	22 12%	15 10%
7	239 12%	25 14%B	4 4%	36 15%B	18 10%	25 13%B	11 10%	23 12%	31 12%B	29 11%	24 13%B	12 8%
8	255 13%	33 19%CDF GI	10 10%	25 11%	15 8%	32 17%DF	8 7%	18 9%	36 14%	29 11%	26 14%	25 16%
9	99 5%	4 2%	9 10%AC	9 4%	7 4%	8 4%	4 3%	7 4%	19 7%A	11 4%	15 8%A	7 4%
10 - Very right wing	142 7%	15 8%	11 12%G	20 9%	13 7%	17 9%	7 7%	8 4%	18 7%	16 6%	10 5%	8 5%
NET: (8-10)	496 25%	52 29%G	29 32%DFG	54 23%	35 19%	56 30%DFG	18 17%	33 17%	72 28%G	55 21%	51 28%G	40 25%
NET: (6-7)	450 22%	38 21%	16 18%	67 29%K	39 22%	46 24%	25 24%	41 22%	51 20%	54 21%	47 25%	27 18%
NET: (3-4)	197 10%	15 8%	13 14%CF	15 6%	15 9%	15 8%	4 4%	21 11%	33 13%CF	23 9%	27 15%CF	16 10%
NET: (0-2)	100 5%	4 2%	3 3%	8 3%	10 5%	7 4%	5 5%	7 4%	18 7%A	11 4%	13 7%	16 10%ACGI

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

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

Prepared by ComRes



**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 25

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Prince Charles**

**Base: All respondents**

	Region											
	Total	Scotland (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Mean	5.93	6.23DG K	6.18	6.10K	5.73	6.23GK	5.78	5.71	5.93	5.83	5.95	5.60
Standard deviation	2.11	1.94	2.30	2.00	2.11	2.14	1.92	1.84	2.31	2.00	2.25	2.34
Standard error	0.05	0.15	0.23	0.13	0.15	0.17	0.19	0.14	0.15	0.12	0.16	0.19

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

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 26

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Russell Brand**

**Base: All respondents**

	Total	Gender		Age						Social Class				Region					
		Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng-land & Wales	South East (m)	Mid-lands (n)	North Eng-land (o)	Wales & South West (p)	Scot-land (q)
Unweighted base	2014	915	1099	136	334	421	370	327	426	751	515	278	470	1839	529	496	521	293	175
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176
0 - Very left wing	311 15%	190 19% <sup>b</sup>	122 12%	16 7%	24 7%	47 12% <sup>d</sup>	46 13% <sup>cd</sup>	56 19% <sup>cde</sup>	122 29% <sup>cde fg</sup>	97 18%	87 15%	55 13%	71 15%	289 16%	85 17%	95 18%	65 13%	44 15%	22 12%
1	179 9%	93 9%	87 8%	15 6%	30 9%	30 8%	32 9%	25 8%	49 11%	50 9%	50 9%	50 12% <sup>l</sup>	29 6%	163 9%	48 9%	37 7%	53 10%	25 9%	16 9%
2	217 11%	108 11%	109 11%	11 4%	30 9%	57 15% <sup>cd</sup>	45 13% <sup>c</sup>	30 10%	44 10% <sup>c</sup>	61 11%	68 12%	36 9%	52 11%	200 11%	55 11%	61 11%	52 10%	33 11%	17 10%
3	177 9%	101 10% <sup>b</sup>	75 7%	7 3%	24 7%	38 10% <sup>c</sup>	42 12% <sup>c</sup>	31 10% <sup>c</sup>	34 8%	65 12% <sup>kl</sup>	52 9%	29 7%	31 7%	159 9%	44 9%	56 11% <sup>p</sup>	42 8%	16 6%	18 10%
4	146 7%	69 7%	77 7%	37 15% <sup>dfgh</sup>	16 5%	33 9% <sup>h</sup>	23 7%	17 6%	20 5%	45 8%	41 7%	27 6%	32 7%	135 7%	44 9%	31 6%	37 7%	23 8%	11 6%
5	560 28%	217 22%	343 33% <sup>a</sup>	83 34% <sup>h</sup>	101 32% <sup>h</sup>	102 27%	91 27%	86 28%	96 23%	115 21%	169 29% <sup>i</sup>	120 28% <sup>i</sup>	156 34% <sup>i</sup>	509 28%	129 25%	142 27%	157 31%	81 28%	51 29%
6	114 6%	52 5%	62 6%	19 8%	24 7% <sup>h</sup>	29 8% <sup>gh</sup>	16 5%	11 4%	15 4%	35 6% <sup>j</sup>	21 4%	34 8% <sup>j</sup>	23 5%	102 6%	23 5%	30 6%	34 7%	15 5%	12 7%
7	92 5%	46 5%	46 4%	15 6%	30 9% <sup>efgh</sup>	10 3%	15 5%	10 3%	11 3%	28 5%	22 4%	15 4%	27 6%	86 5%	28 5%	18 3%	22 4%	18 6%	6 3%
8	105 5%	60 6%	44 4%	14 6%	28 9% <sup>gh</sup>	20 5%	18 5%	9 3%	15 4%	31 6%	35 6%	24 6%	15 3%	92 5%	29 6%	29 5%	18 4%	16 6%	12 7%
9	45 2%	18 2%	27 3%	10 4%	5 2%	5 1%	5 2%	12 4% <sup>e</sup>	7 2%	7 1%	21 4% <sup>il</sup>	13 3%	4 1%	41 2%	13 3%	14 3%	8 1%	6 2%	4 2%
10 - Very right wing	68 3%	33 3%	35 3%	16 6% <sup>fh</sup>	9 3%	12 3%	7 2%	15 5%	9 2%	7 1%	18 3% <sup>i</sup>	19 5% <sup>i</sup>	23 5% <sup>i</sup>	61 3%	12 2%	19 4%	18 4%	12 4%	7 4%
NET: (8-10)	218 11%	111 11%	106 10%	40 17% <sup>efh</sup>	43 13% <sup>h</sup>	37 10%	30 9%	36 12%	31 7%	45 8%	74 13% <sup>i</sup>	56 13% <sup>i</sup>	42 9%	194 11%	54 11%	62 12%	44 9%	35 12%	23 13%
NET: (6-7)	206 10%	98 10%	108 11%	33 14% <sup>gh</sup>	54 17% <sup>efg h</sup>	39 10%	32 9%	21 7%	27 6%	63 12% <sup>j</sup>	43 7%	50 12%	50 11%	188 10%	51 10%	48 9%	56 11%	33 11%	18 10%
NET: (3-4)	323 16%	171 17%	152 15%	44 18%	40 12%	71 18% <sup>dh</sup>	66 19% <sup>dh</sup>	49 16%	54 13%	111 20% <sup>kl</sup>	93 16%	56 13%	63 14%	294 16%	88 17%	87 16%	79 16%	40 14%	29 16%

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 26

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Russell Brand**

**Base: All respondents**

	Gender		Age						Social Class				Region							
	Total	Male (a)	Female (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65+ (h)	AB (i)	C1 (j)	C2 (k)	DE (l)	Net: Eng- land & Wales	South East (m)	Mid- lands (n)	North Eng- land (o)	Wales & South West (p)	Scot- land (q)	
Weighted base	2014	987	1027	242	322	382	342	303	423	543	583	424	464	1838	511	531	505	291	176	
NET:	(0-2)	708 35%	391 40% <sup>b</sup>	317 31%	41 17%	84 26%	134 35% <sup>cd</sup>	123 36% <sup>cd</sup>	111 37% <sup>cd</sup>	214 51% <sup>cde</sup>	209 38%	204 35%	142 34%	152 33%	652 36%	189 37%	193 36%	169 33%	102 35%	55 31%
Mean	3.86	3.63	4.08 <sup>a</sup>	4.95 <sup>ef</sup> gh	4.51 <sup>ef</sup> gh	3.83 <sup>h</sup>	3.70 <sup>h</sup>	3.78 <sup>h</sup>	2.95	3.52	3.91 <sup>i</sup>	4.09 <sup>i</sup>	3.99 <sup>i</sup>	3.84	3.74	3.79	3.90	4.00	4.08	
Standard deviation	2.70	2.80	2.59	2.54	2.56	2.54	2.53	2.86	2.73	2.58	2.73	2.80	2.67	2.70	2.70	2.76	2.59	2.78	2.70	
Standard error	0.06	0.09	0.08	0.22	0.14	0.12	0.13	0.16	0.13	0.09	0.12	0.17	0.12	0.06	0.12	0.12	0.11	0.16	0.20	

**Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r**

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

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 26

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Russell Brand**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Democ- rat (l)
Unweighted base	2014	523	524	125	343	82	60	4	5	14	306	616	462	377
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
0 - Very left wing	311 15%	99 19%bcef	54 10%	11 9%	90 25%bcef	4 6%	4 7%	*	4 61%	8 57%	37 12%	126 22%kl	52 11%	51 14%
1	179 9%	51 10%	43 8%	8 6%	38 11%	9 12%	6 10%	-	-	1 9%	15 5%	68 12%k	35 7%	28 8%
2	217 11%	68 13%	58 11%	10 7%	35 10%	10 13%	5 8%	*	-	1 7%	26 8%	77 13%	47 10%	52 14%
3	177 9%	51 10%	40 8%	14 11%	30 9%	7 10%	13 23%abd	-	-	*	20 6%	52 9%	33 7%	45 12%k
4	146 7%	41 8%	41 8%	11 8%	16 4%	8 11%d	3 6%	2 41%	-	1 6%	17 6%	39 7%	40 9%	27 7%
5	560 28%	114 22%	140 27%	35 27%	74 21%	21 29%	16 29%	-	-	1 4%	152 48%	126 22%	118 25%	80 22%
6	114 6%	21 4%	38 7%	10 8%	19 5%	2 3%	3 6%	-	-	-	16 5%	27 5%	31 7%	21 6%
7	92 5%	22 4%d	34 6%d	14 11%adf	5 2%	5 6%d	-	-	-	-	7 2%	22 4%	34 7%j	20 5%
8	105 5%	24 5%	30 6%	7 5%	23 6%	5 7%	5 9%	-	-	2 14%	9 3%	19 3%	36 8%j	25 7%j
9	45 2%	11 2%	11 2%	4 3%	18 5%b	-	1 2%	-	-	-	2 1%	17 3%	15 3%	9 2%
10 - Very right wing	68 3%	8 1%	32 6%ad	6 5%a	7 2%	2 2%	* 1%	2 41%	3 39%	-	11 4%	11 2%	26 6%j	11 3%
NET: (8-10)	218 11%	43 8%	73 14%a	17 13%	47 13%	7 9%	7 12%	2 41%	3 39%	2 14%	23 7%	47 8%	77 16%j	44 12%
NET: (6-7)	206 10%	43 8%	71 14%ad	24 18%adf	24 7%	7 9%	3 6%	-	-	-	23 7%	49 8%	65 14%j	41 11%
NET: (3-4)	323 16%	91 18%	81 16%	25 19%	46 13%	16 21%	16 28%bd	2 41%	-	1 10%	38 12%	91 16%	73 16%	72 19%
NET: (0-2)	708 35%	218 43%bcf	155 30%	29 22%	164 46%bcef	23 31%	14 26%	1 18%	4 61%	10 73%	78 25%	270 46%kl	134 29%	131 36%
Mean	3.86	3.38	4.35ad	4.61ad	3.36	3.99	3.93	5.90	3.93	1.88	4.18	3.24	4.46jl	3.88j

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

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

Prepared by ComRes

## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

Absolutes/col percents

Table 26

**Q2. Politicians and political ideas and opinions are often described as being on a left-right political spectrum, being wither on the left or on the right, or being left wing or right wing. On a scale from 0 to 10, where 0 is very left wing, 10 is very right wing, and 5 is in the centre, where roughly would you put each of the following.**

**Russell Brand**

**Base: All respondents**

	Q.3/4/5 Voting Intention (including Squeeze & DK/Refuse at Q.4)										Voted in 2010 General Election			
	Total	Conser- vative (a)	Labour (b)	Lib Dem (c)	UKIP (d)	Green (e)	SNP (f)	Plaid Cymru (g)	BNP (h)	Some other party (i)	DK/Refuse at Q4	Conser- vative (j)	Labour (k)	Liberal Demo- crat (l)
Weighted base	2014	509	520	129*	355	75*	57*	5**	7**	14**	313	583	468	367
Standard deviation	2.70	2.63	2.76	2.62	2.94	2.38	2.32	4.01	5.30	2.92	2.36	2.69	2.82	2.69
Standard error	0.06	0.11	0.12	0.23	0.16	0.26	0.30	2.01	2.37	0.78	0.13	0.11	0.13	0.14

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

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**Russell Brand**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Unweighted base	2014	522	570	163	58	5	191	56	6	39	50	354
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
0 - Very left wing	311 15%	108 22% <i>bck</i>	67 11%	18 11%	6 11%	*	53 26% <i>bcdgk</i>	5 10%	5 67%	11 32% <i>bcdgk</i>	7 13%	29 8%
1	179 9%	63 13% <i>bj</i>	46 8%	13 8%	4 8%	-	18 9%	5 9%	-	1 4%	1 1%	29 8%
2	217 11%	62 13%	67 12%	15 9%	5 9%	2 35%	18 8%	8 15%	-	5 13%	3 6%	33 9%
3	177 9%	49 10%	45 8%	15 10%	12 22% <i>abcfkg</i>	-	15 7%	3 6%	-	5 15%	5 9%	26 7%
4	146 7%	36 7%	45 8%	11 7%	3 6%	-	17 8%	6 12%	-	3 9%	7 12%	18 5%
5	560 28%	98 20%	143 24%	44 27%	15 28%	-	47 22%	15 29%	-	6 17%	24 41% <i>abfi</i>	168 47% <i>abcd fgi</i>
6	114 6%	22 4%	43 7%	12 7%	4 6%	-	8 4%	2 4%	-	3 8%	6 10%	16 4%
7	92 5%	24 5%	36 6% <i>f</i>	12 7% <i>f</i>	-	-	3 1%	5 10% <i>dfk</i>	-	1 3%	1 2%	10 3%
8	105 5%	14 3%	43 7% <i>a</i>	9 6%	4 7%	1 17%	16 8% <i>a</i>	* 1%	-	-	2 3%	15 4%
9	45 2%	11 2%	17 3% <i>k</i>	4 2%	2 3%	-	10 5% <i>k</i>	-	-	-	-	2 *
10 - Very right wing	68 3%	7 1%	32 5% <i>ak</i>	9 5% <i>a</i>	* 1%	2 40%	4 2%	1 3%	3 33%	-	3 5%	8 2%
NET: (8-10)	218 11%	32 6%	92 16% <i>agik</i>	22 13% <i>aik</i>	6 11%	3 57%	30 14% <i>aik</i>	2 4%	3 33%	-	5 8%	25 7%
NET: (6-7)	206 10%	46 9%	79 14% <i>fk</i>	23 14% <i>fk</i>	4 6%	-	11 5%	7 14%	-	4 11%	7 11%	26 7%
NET: (3-4)	323 16%	85 17%	90 15%	26 16%	15 28% <i>bk</i>	-	32 16%	9 19%	-	9 24%	12 20%	44 13%
NET: (0-2)	708 35%	233 47% <i>bcdjk</i>	180 31%	46 29%	15 27%	2 43%	89 43% <i>bcjk</i>	17 35%	5 67%	17 48% <i>bcjk</i>	11 19%	91 26%
Mean	3.86	3.13	4.34 <i>afi</i>	4.33 <i>afi</i>	3.85 <i>i</i>	6.07	3.48	3.80 <i>i</i>	3.27	2.64	4.33 <i>ai</i>	4.14 <i>afi</i>

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

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

Prepared by ComRes

**Voting Intentions Survey**  
**ONLINE Fieldwork : 10th - 12th December 2014**

Absolutes/col percents

Table 26

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**Russell Brand**

**Base: All respondents**

	Q.5 Generally speaking, do you think of yourself as...?											
	Total	Conser -vative (a)	Labour (b)	Lib Dem (c)	SNP (d)	Plaid Cymru (e)	UKIP (f)	Green (g)	BNP (h)	Other (i)	Refused (j)	Don't know (k)
Weighted base	2014	494	584	161	56*	5**	209	50*	8**	36*	58*	354
Standard deviation	2.70	2.61	2.82	2.75	2.40	4.44	2.95	2.37	5.02	2.26	2.36	2.24
Standard error	0.06	0.11	0.12	0.22	0.31	1.99	0.21	0.32	2.05	0.36	0.33	0.12

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th - 12th December 2014

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**Russell Brand**

**Base: All respondents**

	Total	Region										
		Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Unweighted base	2014	175	96	239	186	165	101	179	237	292	192	152
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
0 - Very left wing	311 15%	22 12%	13 14%	37 16%	15 8%	29 16%	12 11%	31 16%	32 13%	54 21%ADH	33 18%D	35 22%ADFH
1	179 9%	16 9%	9 10%	24 10%	19 11%	11 6%	6 6%	16 9%	29 11%	20 8%	19 10%	10 7%
2	217 11%	17 10%	12 13%	23 10%	16 9%	20 11%	14 14%	22 12%	25 10%	30 12%	18 10%	19 12%
3	177 9%	18 10%	5 5%	18 8%	19 10%	21 11%	6 6%	21 11%	25 10%	19 7%	10 6%	13 8%
4	146 7%	11 6%	5 5%	18 8%	14 8%	13 7%	8 8%	11 6%	28 11%	16 6%	15 8%	7 5%
5	560 28%	51 29%	25 27%	65 28%	67 38%EHK	48 26%	28 26%	60 32%H	54 22%	75 29%	54 29%	34 22%
6	114 6%	12 7%	4 5%	20 8%GI	10 5%	20 11%GIK	7 6%	5 2%	14 6%	9 3%	8 5%	5 4%
7	92 5%	6 3%	5 5%	11 5%	7 4%	4 2%	8 8%E	10 5%	17 7%	11 4%	9 5%	4 3%
8	105 5%	12 7%C	6 7%C	4 2%	8 5%	12 6%C	6 6%	9 5%	20 8%C	9 3%	10 6%C	8 5%
9	45 2%	4 2%	3 3%	3 1%	2 1%	2 1%	3 3%	2 1%	7 3%	6 2%	3 3%	10 6%CDEG
10 - Very right wing	68 3%	7 4%D	6 6%DGH	12 5%DGH	-	7 4%D	9 8%DGHJ	1 1%	2 1%	10 4%DH	3 2%	10 7%DGH
NET: (8-10)	218 11%	23 13%D	14 16%DG	19 8%	10 6%	21 11%	17 16%DG	13 7%	29 11%	25 10%	17 9%	28 18%CDGIJ
NET: (6-7)	206 10%	18 10%	9 10%	31 13%	16 9%	23 13%	15 14%	14 8%	31 12%	20 8%	18 10%	10 6%
NET: (3-4)	323 16%	29 16%	10 11%	36 15%	33 19%	34 18%	14 13%	32 17%	53 21%	36 14%	25 14%	20 13%
NET: (0-2)	708 35%	55 31%	33 36%	85 36%	51 29%	60 32%	32 30%	69 37%	86 34%	103 40%D	70 38%	64 41%D
Mean	3.86	4.08	4.14	3.81	3.88	3.93	4.53GI	3.58	3.88	3.61	3.69	3.87

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

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**Voting Intentions Survey**  
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**Russell Brand**

**Base: All respondents**

	Region											
	Total	Scot-land (A)	North East (B)	North West (C)	Yorks & Humber (D)	West Mids (E)	Wales (F)	East-ern (G)	London (H)	South East (I)	South West (J)	East Mids (K)
Weighted base	2014	176	91*	236	178	186	107*	189	253	258	184	156
Standard deviation	2.70	2.70	2.94	2.72	2.19	2.67	2.88	2.47	2.61	2.79	2.67	3.18
Standard error	0.06	0.20	0.30	0.18	0.16	0.21	0.29	0.18	0.17	0.16	0.19	0.26

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

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## Voting Intentions Survey

### ONLINE Fieldwork : 10th – 12th December 2014

Weighting table

**Q.1 Thinking back to the General Election in 2010 / UK General Election (for Scotland), which party if any did you vote for?**

**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	2014	2014
Weighted base	2014	2014
Conservative	597 30%	583 29%
Labour	472 23%	468 23%
Liberal Democrat	357 18%	367 18%
Other	151 8%	159 8%
Did not vote	337 17%	337 17%
Don't remember	56 3%	56 3%
Refused	44 2%	44 2%