

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
	18 th January	16 th December	14 th December	28 th October	16 th November	28 th October
Conservative	33%	29%	33%	28%	30%	30%
Labour	34%	32%	34%	31%	34%	30%
Liberal Democrat	7%	12%	8%	9%	8%	9%
UKIP	18%	16%	18%	18%	19%	19%
Other	8%	11%	8%	14%	10%	11%

METHODOLOGY NOTE

ComRes interviewed 2,023 GB adults online between 14th and 15th January 2015. 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

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

Voting Intentions Survey

ONLINE Fieldwork : 14th-15 January 2015

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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Conservative	581 29%	306 31%	275 27%	28 11%	68 21% ^c	98 25% ^c	100 29% ^{cd}	110 37% ^{cde}	177 42% ^{cde}	199 36% ^{ijkl}	170 29% ^l	120 28% ^l	93 20%	554 30%	178 35% ^{oq}	173 32% ^{oq}	122 24% ^q	81 28% ^q	27 16%
Labour	467 23%	249 25%	218 21%	57 23%	86 26% ^g	100 26% ^g	86 25%	55 18%	84 20%	122 22%	138 24%	91 21%	116 25%	423 23%	109 21%	110 21%	151 30% ^{mnp}	53 18%	44 25%
Liberal Democrat	366 18%	177 18%	189 18%	26 11%	61 19%	65 17%	69 20% ^c	63 21% ^c	81 19% ^c	105 19%	109 19%	68 16%	83 18%	343 19%	86 17%	106 20%	80 16%	71 24% ^{moq}	22 13%
Other	158 8%	76 8%	83 8%	6 2%	25 8% ^c	26 7%	31 9% ^c	28 9% ^c	42 10% ^c	35 6%	40 7%	41 10%	44 9%	111 6%	27 5%	37 7%	25 5%	22 8%	47 27% ^{mnp}
Did not vote	344 17%	150 15%	194 19%	99 41% ^{def} gh	57 17% ^{gh}	79 20% ^{fgh}	48 14% ^h	32 11%	29 7%	68 13%	96 16%	80 19% ^{ai}	99 21% ^{ai}	315 17%	83 16%	80 15%	95 19%	56 19%	29 17%
Don't remember	68 3%	25 2%	43 4%	18 7% ^{efh}	19 6% ^{fh}	10 3%	7 2%	8 3%	6 1%	10 2%	22 4%	15 4%	21 4% ⁱ	65 4%	18 3%	18 3%	23 5%	7 2%	3 2%
Refused	39 2%	9 1%	30 3% ^a	11 4% ^h	10 3% ^h	7 2%	4 1%	6 2%	2 1%	6 1%	12 2%	9 2%	11 2%	38 2%	12 2%	10 2%	15 3% ^p	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

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

Voting Intentions Survey

ONLINE Fieldwork : 14th-15 January 2015

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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Conservative	581 29%	409 81%bcdef	11 2%	5 4%	118 35%bcef	9 9%b	1 2%	-	-	-	45 14%	581 100%kl	-	-
Labour	467 23%	18 4%	352 66%acdef	10 8%	39 12%a	7 7%	12 20%ace	-	-	1 5%	26 8%	-	467 100%jl	-
Liberal Democrat	366 18%	27 5%	89 17%a	102 81%abdef	60 18%a	44 46%abdf	7 12%	-	-	3 34%	41 13%	-	-	366 100%jk
Other	158 8%	8 2%	13 2%	2 2%	62 19%abc	24 25%abc	34 56%abcde	1 47%	5 85%	3 33%	10 3%	-	-	-
Did not vote	344 17%	38 8%	48 9%	5 4%	42 13%ac	13 13%c	6 10%	1 53%	1 15%	3 29%	121 38%	-	-	-
Don't remember	68 3%	1 *	16 3%a	1 1%	10 3%a	-	-	-	-	-	41 13%	-	-	-
Refused	39 2%	2 *	-	-	1 *	-	-	-	-	-	37 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 : 14th-15 January 2015

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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Conservative	581 29%	449 79%bcdgjk	13 2%	5 4%	5 9%b	-	53 29%bcdgk	3 5%	-	1 3%	6 13%b	46 12%bc
Labour	467 23%	16 3%	365 68%acdfgjk	11 8%a	7 12%a	-	22 12%a	6 10%a	-	4 12%	1 2%	35 9%a
Liberal Democrat	366 18%	31 5%	82 15%a	109 77%abdfgjk	3 6%	-	29 16%a	24 37%abdfjk	-	7 21%	5 11%	76 20%ad
Other	158 8%	10 2%	12 2%	4 3%	35 59%abcfjk	3 100%	47 25%abcjk	19 29%abcjk	6 100%	6 18%	-	16 4%
Did not vote	344 17%	56 10%	59 11%	8 5%	9 15%	-	27 15%c	12 19%c	-	14 45%	11 24%abc	149 39%abcdg
Don't remember	68 3%	2 *	7 1%	3 2%a	-	-	6 3%a	-	-	-	5 11%abcdg	45 12%abcdg
Refused	39 2%	2 *	2 *	2 1%	-	-	1 1%	-	-	-	18 40%abcdgk	14 4%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 : 14th-15 January 2015

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										
		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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Conservative	581 29%	27 16%	17 18%	75 32%ABD	30 17%	47 25%	29 27%	68 36%ABD	93 36%ABD	85 33%ABD	52 28%AD	57 36%ABD
Labour	467 23%	44 25%GJ	36 39%AGI JK	64 27%GJ	51 28%GJ	49 26%GJ	25 23%	26 14%	68 27%GJ	41 16%	27 15%	34 22%
Liberal Democrat	366 18%	22 13%	15 16%	29 12%	36 20%C	35 19%	20 19%	47 25%ACH	35 14%	51 20%C	51 28%ACH	24 15%
Other	158 8%	47 27%BCDE FGHIJK	3 3%	9 4%	13 7%	14 7%	9 8%	13 7%	10 4%	17 6%	13 7%	10 7%
Did not vote	344 17%	29 17%	13 14%	39 16%	44 24%GHK	36 19%	22 20%	23 12%	34 13%	49 19%	35 19%	22 14%
Don't remember	68 3%	3 2%	2 2%	17 7%A	5 3%	5 3%	2 2%	9 5%	7 3%	11 4%	5 3%	4 2%
Refused	39 2%	1 1%	7 8%ACDE	5 2%	2 1%	2 1%	- -	3 1%	7 3%	5 2%	1 *	5 3%

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 : 14th-15 January 2015

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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186	
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173	
Absolutely certain to vote	(10)	1141	614	527	67	154	198	212	204	306	331	317	216	278	1021	275	281	294	170	120
		56%	62% ^b	51%	27%	47% ^c	51% ^c	62% ^{cde}	67% ^{cde}	73% ^{cde}	61% ^{jk}	54%	51%	59%	55%	54%	53%	58%	58%	69% ^{mnpq}
	(9)	215	99	116	14	35	46	41	26	54	63	59	43	50	200	53	55	67	25	15
		11%	10%	11%	6%	11%	12%	12%	8%	13% ^c	12%	10%	10%	11%	11%	10%	10%	13%	8%	8%
	(8)	189	79	110	36	45	40	26	20	23	46	61	43	39	176	48	58	44	26	13
		9%	8%	11%	15% ^{fgh}	14% ^{fgh}	10% ^h	7%	7%	5%	8%	10%	10%	8%	10%	9%	11%	9%	9%	7%
	(7)	104	56	48	19	24	22	13	18	8	37	30	20	18	101	32	31	23	16	2
		5%	6%	5%	8% ^h	7% ^h	6% ^h	4%	6% ^h	2%	7% ^l	5%	5%	4%	5%	6% ^q	6% ^q	5%	5%	1%
	(6)	61	24	37	22	7	15	12	2	3	13	14	25	10	56	17	21	7	10	6
		3%	2%	4%	9% ^{dfgh}	2%	4% ^{gh}	3% ^{gh}	1%	1%	2%	2%	6% ^{ijkl}	2%	3%	3%	4% ^o	1%	3%	3%
	(5)	67	24	43	31	15	10	4	6	2	13	24	14	16	64	10	23	24	7	4
		3%	2%	4%	13% ^{defg}	4% ^{fh}	2% ^h	1%	2%	*	2%	4%	3%	3%	3%	2%	4%	5% ^{lm}	2%	2%
	(4)	22	11	11	16	-	1	3	1	1	4	6	12	1	21	16	2	1	2	1
		1%	1%	1%	6% ^{defg}	-	*	1%	*	*	1%	1%	3% ^{il}	*	1%	3% ^{no}	*	*	1%	*
	(3)	21	9	12	2	9	3	5	1	2	6	3	5	6	19	4	9	2	4	2
		1%	1%	1%	1%	3% ^{gh}	1%	1%	*	*	1%	1%	1%	1%	1%	1%	2%	*	1%	1%
	(2)	26	11	16	10	1	4	2	1	7	1	15	5	4	26	6	3	9	8	*
		1%	1%	2%	4% ^{dfg}	*	1%	1%	*	2%	*	3% ⁱ	1%	1%	1%	1%	1%	2%	3% ⁿ	*
Certain not to vote	(1)	96	41	55	13	15	26	14	16	13	18	39	15	25	88	27	24	22	15	8
		5%	4%	5%	5%	5%	7% ^h	4%	5%	3%	3%	7% ⁱ	3%	5%	5%	5%	4%	4%	5%	5%
Refused		13	7	7	4	2	4	3	-	-	2	2	5	3	13	7	4	2	-	-
		1%	1%	1%	2% ^h	1%	1%	1%	-	-	*	*	1%	1%	1%	1%	1%	*	-	-
Don't know		68	16	52	11	18	17	9	8	4	12	17	22	16	64	18	22	16	9	4
		3%	2%	5% ^a	4% ^h	6% ^h	4% ^h	3%	3%	1%	2%	3%	5%	4%	3%	3%	4%	3%	3%	2%
Mean		8.54	8.73 ^b	8.35	6.99	8.34 ^c	8.36 ^c	8.81 ^{cd}	8.90 ^{cd}	9.21 ^{cd}	8.84 ^{jk}	8.28	8.40	8.63	8.50	8.40	8.47	8.67	8.46	8.93 ^{mn}
Standard deviation		2.45	2.32	2.57	2.74	2.43	2.62	2.26	2.30	1.97	2.10	2.73	2.42	2.48	2.47	2.56	2.40	2.36	2.60	2.28
Standard error		0.06	0.08	0.08	0.23	0.14	0.13	0.12	0.13	0.10	0.08	0.12	0.15	0.12	0.06	0.11	0.11	0.11	0.16	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

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Voting Intentions Survey

ONLINE Fieldwork : 14th-15 January 2015

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 Demo- crat (l)
Unweighted base	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Absolutely certain to vote	(10) 1141 56%	349 69%ce	340 64%ce	65 52%	237 71%ce	48 50%	53 89%abcde	1 47%	4 72%	8 75%	75 24%	425 73%kl	308 66%l	206 56%
	(9) 215 11%	67 13%	67 13%	17 13%	31 9%	18 19%d	4 6%	-	2 28%	-	14 5%	64 11%	57 12%	50 14%
	(8) 189 9%	46 9%	59 11%	21 17%adf	29 9%	20 21%abdf	2 4%	-	-	1 14%	24 8%	44 8%	38 8%	56 15%jk
	(7) 104 5%	23 5%	31 6%	12 9%d	12 3%	6 6%	1 1%	1 53%	-	-	23 7%	18 3%	21 5%	23 6%j
	(6) 61 3%	11 2%	18 3%	7 6%	14 4%	1 1%	-	-	-	1 6%	9 3%	11 2%	9 2%	14 4%
	(5) 67 3%	8 2%	16 3%	4 3%	11 3%	3 3%	-	-	-	1 5%	29 9%	2 *	15 3%j	8 2%j
	(4) 22 1%	-	-	-	-	-	-	-	-	-	7 2%	1 *	9 2%j	1 *
	(3) 21 1%	-	-	-	-	-	-	-	-	-	10 3%	3 1%	2 *	1 *
	(2) 26 1%	-	-	-	-	-	-	-	-	-	10 3%	1 *	-	2 1%
Certain not to vote	(1) 96 5%	-	-	-	-	-	-	-	-	-	57 18%	5 1%	3 1%	1 *
Refused	13 1%	-	-	-	-	-	-	-	-	-	12 4%	3 *	-	-
Don't know	68 3%	-	-	-	-	-	-	-	-	-	49 15%	5 1%	5 1%	5 1%
Mean	8.54	9.38bce	9.19c	8.88	9.30c	9.02	9.82abcde	8.42	9.72	9.22	6.07	9.40kl	9.14	9.01
Standard deviation	2.45	1.13	1.31	1.43	1.32	1.23	0.56	-	0.49	1.56	3.51	1.39	1.61	1.48
Standard error	0.06	0.05	0.06	0.13	0.08	0.12	0.07	-	0.19	0.47	0.22	0.06	0.08	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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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	2023	578	536	156	57	3	167	70	8	33	45	370	
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381	
Absolutely certain to vote	(10)	1141 56%	382 67%cgjk	334 62%gjk	77 54%k	49 81%bcgjk	3 100%	141 77%bcgjk	29 45%k	6 87%	9 29%	17 37%	95 25%
	(9)	215 11%	63 11%	62 11%	27 19%abdfjk	3 5%	-	12 7%	9 15%	1 13%	6 19%	2 4%	30 8%
	(8)	189 9%	54 10%	55 10%	13 9%	3 5%	-	9 5%	14 22%abcdfjk	-	* 2%	2 4%	38 10%
	(7)	104 5%	22 4%	27 5%	9 7%	1 1%	-	7 4%	4 7%	-	3 8%	* 1%	31 8%a
	(6)	61 3%	11 2%	15 3%	2 1%	4 7%	-	3 2%	-	-	-	1 3%	25 7%abcf
	(5)	67 3%	8 1%	12 2%	6 4%	-	-	3 2%	1 2%	-	1 2%	3 6%	33 9%abf
	(4)	22 1%	1 *	9 2%a	1 *	-	-	3 2%a	-	-	-	2 4%a	6 2%a
	(3)	21 1%	2 *	1 *	-	-	-	1 *	1 1%	-	1 2%	-	16 4%abcf
	(2)	26 1%	11 2%b	-	3 2%b	-	-	* 4%b	2 -	-	-	2 5%bf	7 2%b
Certain not to vote	(1)	96 5%	9 2%	15 3%	1 1%	-	-	3 2%	1 2%	-	12 38%	7 15%abcdfg	49 13%abcdfg
Refused		13 1%	-	-	2 1%ab	-	-	-	1 1%ab	-	* 1%	8 17%abcdfgk	2 1%
Don't know		68 3%	2 *	10 2%	2 2%	-	-	1 1%	1 2%	-	-	2 4%a	48 13%abcdfg
Mean		8.54	9.10gk	8.93k	8.87k	9.53cgk	10.00	9.27gk	8.50k	9.87	5.88	6.76	6.65
Standard deviation		2.45	1.86	1.97	1.85	1.13	*	1.76	2.20	0.36	4.10	3.77	3.20
Standard error		0.06	0.08	0.09	0.15	0.15	*	0.14	0.27	0.13	0.72	0.63	0.18

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	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	2023	186	92	241	185	162	81	185	254	290	182	165	
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157	
Absolutely certain to vote	(10)	1141 56%	120 69%DEG HIJK	51 55%	142 60%	101 56%	93 50%	64 60%	101 54%	133 52%	142 55%	106 57%	87 56%
	(9)	215 11%	15 8%	7 8%	26 11%	34 19%ABC FHIJK	21 11%	7 6%	20 10%	27 11%	26 10%	18 10%	15 9%
	(8)	189 9%	13 7%	13 14%DK	26 11%D	5 3%	16 9%D	9 8%	33 18%ADE IK	29 11%D	19 7%	17 9%D	9 5%
	(7)	104 5%	2 1%	5 6%	11 5%	7 4%	14 8%A	3 3%	5 2%	16 6%A	15 6%A	12 7%A	12 8%AG
	(6)	61 3%	6 3%	1 1%	3 1%	3 2%	5 3%	8 7%CJ	8 4%	10 4%	7 3%	2 1%	8 5%
	(5)	67 3%	4 2%	5 6%	7 3%	11 6%FH	5 2%	- -	8 4%	5 2%	6 2%	7 4%	11 7%FHI
	(4)	22 1%	1 *	1 1%	- -	- -	2 1%	- -	- -	5 2%	12 5%ACDG K	2 1%	- -
	(3)	21 1%	2 1%	- -	1 *	1 *	4 2%	3 3%	3 2%	1 *	4 1%	1 *	2 1%
	(2)	26 1%	* *	- -	2 1%	7 4%ACH	1 *	4 3%	1 1%	2 1%	4 2%	4 2%	1 1%
Certain not to vote	(1)	96 5%	8 5%	2 3%	11 5%	8 5%	12 7%	6 5%	5 3%	14 5%	14 5%	9 5%	7 4%
Refused		13 1%	- -	- -	2 1%	- -	3 1%	- -	- -	4 2%	3 1%	- -	1 1%
Don't know		68 3%	4 2%	6 6%	6 3%	4 2%	11 6%	4 3%	6 3%	10 4%	7 3%	5 3%	5 3%
Mean		8.54	8.93EI	8.77	8.77	8.47	8.28	8.38	8.67	8.48	8.31	8.50	8.44
Standard deviation		2.45	2.28	2.00	2.27	2.63	2.66	2.73	2.10	2.44	2.67	2.53	2.44
Standard error		0.06	0.17	0.21	0.15	0.20	0.21	0.31	0.16	0.16	0.16	0.19	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 : 14th-15 January 2015

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	1798	872	926	125	266	370	328	297	412	716	461	231	390	1627	478	454	466	229	171
Weighted base	1777	897	881	189*	280	330	308	275	395	502	505	360	411	1618	435	470	460	254	159
Conservative	458 26%	233 26%	225 26%	44 23%	60 22%	79 24%	67 22%	76 28%	132 33%def	159 32%l	140 28%l	91 25%l	68 17%	437 27%	137 32%oq	136 29%oq	100 22%oq	64 25%q	22 14%
Labour	479 27%	254 28%	224 25%	50 27%	84 30%h	116 35%fgh	83 27%h	68 25%	78 20%	131 26%	137 27%	90 25%	120 29%	450 28%	113 26%	102 22%	174 38%mp	62 24%	28 18%
Lib Dem	103 6%	62 7%	41 5%	8 4%	26 9%e	9 3%	15 5%	16 6%	28 7%e	34 7%	28 6%	14 4%	27 7%	98 6%	29 7%	22 5%	23 5%	25 10%noq	5 3%
UKIP	313 18%	179 20%b	135 15%	23 12%	30 11%	41 12%	76 25%cde	56 20%de	87 22%cde	66 13%	71 14%	75 21%ij	101 25%ij	302 19%	66 15%q	105 22%mq	80 17%q	51 20%q	11 7%
Green	88 5%	38 4%	50 6%	16 9%fh	25 9%fgh	20 6%h	9 3%	9 3%	8 2%	24 5%	36 7%l	15 4%	12 3%	79 5%	26 6%o	25 5%	13 3%	15 6%	9 6%
SNP	59 3%	34 4%	25 3%	3 2%	11 4%	14 4%	11 4%	9 3%	10 3%	11 2%	16 3%	12 3%	20 5%	-	-	-	-	-	59 37%mnop
Plaid Cymru	1 *	1 *	1 *	-	-	-	-	1 *	1 *	1 *	-	-	-	1 *	-	-	-	1 1%	-
BNP	6 *	2 *	4 *	1 *	1 *	2 1%	1 *	1 *	* *	-	-	1 *	5 1%ij	6 *	-	3 1%	2 *	1 *	-
Other	8 *	6 1%	3 *	2 1%	-	1 *	2 1%	2 1%	1 *	4 1%	1 *	2 1%	2 *	8 1%	3 1%	2 1%	-	3 1%	-
Refused	24 1%	3 *	21 2%a	9 5%efh	3 1%	1 *	2 1%	5 2%	4 1%	6 1%	7 1%	3 1%	8 2%	22 1%	6 1%	8 2%	8 2%	-	2 1%
Don't know	237 13%	85 9%	152 17%a	33 18%	39 14%	47 14%	42 14%	31 11%	46 12%	65 13%	67 13%	56 15%	49 12%	215 13%	55 13%	67 14%	60 13%	33 13%	22 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

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

Voting Intentions Survey

ONLINE Fieldwork : 14th-15 January 2015

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	1798	530	532	123	311	107	63	2	7	11	185	589	445	365
Weighted base	1777	504	531	125*	333	97*	60*	1**	6**	10**	175	563	449	357
Conservative	458 26%	458 91%bcdef	-	-	-	-	-	-	-	-	-	374 66%kl	18 4%	26 7%
Labour	479 27%	-	479 90%acdef	-	-	-	-	-	-	-	-	9 2%	336 75%jl	79 22%j
Lib Dem	103 6%	-	-	103 83%abdef	-	-	-	-	-	-	-	3 1%	8 2%	84 23%jk
UKIP	313 18%	-	-	-	313 94%abcef	-	-	-	-	-	-	112 20%k	33 7%	55 16%k
Green	88 5%	-	-	-	-	88 91%abcdf	-	-	-	-	-	8 1%	7 2%	38 11%jk
SNP	59 3%	-	-	-	-	-	59 99%abcde	-	-	-	-	1 *	12 3%j	7 2%j
Plaid Cymru	1 *	-	-	-	-	-	-	1 100%	-	-	-	-	-	-
BNP	6 *	-	-	-	-	-	-	-	6 100%	-	-	-	-	-
Other	8 *	-	-	-	-	-	-	-	-	8 81%	-	-	-	3 1%j
Refused	24 1%	5 1%b	-	-	1 *	1 1%	-	-	-	-	21 12%	3 *	-	1 *
Don't know	237 13%	41 8%	52 10%f	22 17%abdf	19 6%	9 9%	1 1%	-	-	2 19%	154 88%	53 9%	35 8%	63 18%jk

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 : 14th-15 January 2015

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	1798	556	503	146	57	3	159	62	8	24	27	253
Weighted base	1777	541	505	134	60*	3**	176	57*	6**	18**	25**	252
Conservative	458 26%	405 75%bcdfgk	12 2%	6 5%	2 3%	-	5 3%	-	-	2 8%	1 4%	26 10%bfg
Labour	479 27%	9 2%	418 83%acdfgk	14 10%af	3 6%	-	2 1%	5 8%af	-	4 22%	2 7%	22 9%af
Lib Dem	103 6%	10 2%	10 2%	66 49%abdfgk	-	1 24%	2 1%	1 1%	-	-	* 2%	12 5%a
UKIP	313 18%	69 13%bg	17 3%	9 7%	3 6%	2 56%	163 93%abcdgk	1 1%	1 19%	2 11%	1 4%	45 18%bcg
Green	88 5%	3 1%	5 1%	11 8%abf	-	-	-	51 89%abcdfk	-	3 18%	-	14 6%abf
SNP	59 3%	* *	4 1%	1 1%	47 79%abcfgk	-	-	* 1%	-	-	1 3%	5 2%a
Plaid Cymru	1 *	-	-	1 1%	-	1 20%	-	-	-	-	-	-
BNP	6 *	-	-	-	-	-	-	5 81%	1 5%	-	-	-
Other	8 *	2 *	1 *	-	-	-	-	-	4 23%	-	-	1 *
Refused	24 1%	5 1%	1 *	-	-	-	-	-	1 3%	16 63%	1 1%	1 1%
Don't know	237 13%	37 7%f	36 7%f	26 19%abdfg	4 6%	-	4 2%	-	-	2 10%	4 17%	125 50%abcdf g

Proportions/Means: 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 : 14th-15 January 2015

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	1798	171	83	218	165	137	69	170	228	250	160	147
Weighted base	1777	159	84*	216	160	155	91*	174	220	215	163	141
Conservative	458 26%	22 14%	19 22%	57 27%AD	24 15%	34 22%	24 26%	56 32%AD	73 33%ADE	64 30%AD	40 24%A	46 33%AD
Labour	479 27%	28 18%	40 47%AEF GHIJK	76 35%AGI JK	58 36%AGI JK	41 27%	25 28%	28 16%	70 32%AGI	43 20%	36 22%	33 23%
Lib Dem	103 6%	5 3%	2 3%	9 4%	11 7%	8 5%	6 7%	7 4%	13 6%	16 7%	19 11%ABCG K	6 4%
UKIP	313 18%	11 7%	7 8%	34 16%A	38 24%ABH H	42 27%ABC	15 16%	34 19%AH	23 11%	43 20%ABH	36 22%ABH	29 21%ABH
Green	88 5%	9 6%	4 5%	5 2%	4 2%	8 5%	5 6%	14 8%CDK	10 5%	16 7%CK	10 6%	3 2%
SNP	59 3%	59 37%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	1 1%	-	-	-	-	-
BNP	6 *	-	-	1 1%	1 1%	2 1%	-	1 *	-	-	1 1%	1 *
Other	8 *	-	-	-	-	2 1%	2 3%	* *	1 *	2 1%	* *	-
Refused	24 1%	2 1%	2 2%	6 3%	1 1%	-	-	3 2%	2 1%	4 2%	-	4 3%
Don't know	237 13%	22 14%	11 13%	27 13%	22 14%	17 11%	11 13%	30 17%	27 12%	28 13%	21 13%	19 14%

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 : 14th-15 January 2015

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	494	155	339	54	80	123	90	71	76	170	144	66	114	452	141	124	122	65	42
Weighted base	507	183*	324	97*	87*	103*	80*	63*	76*	115	156	122*	113*	468	139*	138*	120*	70*	39*
Conservative	42 8%	20 11%	22 7%	5 5%	5 5%	7 7%	7 9%	3 5%	14 19% g	12 11%	19 12%	4 3%	6 5%	40 9%	8 6%	8 6%	13 11%	11 16%	1 4%
Labour	59 12%	30 16%	29 9%	19 20%	8 9%	12 12%	8 10%	4 7%	7 10%	17 14%	13 8%	17 14%	13 11%	55 12%	16 11%	17 12%	16 13%	6 9%	4 9%
Lib Dem	11 2%	2 1%	9 3%	5 6%	1 1%	3 3%	1 1%	* *	1 1%	3 2%	- -	7 6% j	1 1%	11 2%	3 2%	- -	2 2%	6 8% n	- -
UKIP	40 8%	14 8%	26 8%	8 8%	3 4%	15 15% d	5 7%	3 5%	5 7%	7 6%	13 9%	9 7%	12 10%	39 8%	15 11%	17 12% o	4 4%	3 4%	1 3%
Green	21 4%	10 5%	11 4%	4 4%	3 4%	1 1%	5 6%	4 6%	4 5%	8 7%	4 2%	1 1%	9 8%	20 4%	6 4%	9 6%	3 2%	3 4%	1 4%
SNP	1 *	1 *	- -	- -	- -	- -	- -	1 1%	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 1%
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	12 2%	9 5% b	3 1%	- -	2 2%	6 6%	2 2%	1 2%	1 2%	1 1%	4 3%	5 4%	2 2%	10 2%	5 3%	3 2%	2 2%	1 2%	1 4%
Refused	48 9%	18 10%	30 9%	12 12%	8 10%	7 7%	8 10%	6 9%	7 9%	8 7%	17 11%	8 6%	15 13%	46 10%	18 13% p	15 11%	12 10%	1 1%	2 4%
Don't know	273 54%	79 43%	194 60% a	45 46%	56 65%	52 50%	44 54%	40 64%	37 48%	60 52%	86 55%	72 59%	56 49%	245 52%	69 50%	69 50%	67 56%	40 56%	28 71% m n

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 : 14th-15 January 2015

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	494	57	46	22	19	9	1	-	-	3	315	88	48	80
Weighted base	507	46*	52*	22**	19**	9**	1**	2**	321	73*	53**	73*
Conservative	42 8%	18 40%b	-	-	-	-	-	-	-	-	-	21 29%l	-	2 3%
Labour	59 12%	-	30 57%a	-	-	-	-	-	-	-	-	-	18 33%	10 13%j
Lib Dem	11 2%	-	-	7 32%	-	-	-	-	-	-	-	-	1 2%	7 9%j
UKIP	40 8%	-	-	-	19 100%	-	-	-	-	-	-	7 9%	8 14%	5 7%
Green	21 4%	-	-	-	-	9 100%	-	-	-	-	-	1 1%	-	8 11%j
SNP	1 *	-	-	-	-	-	1 100%	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	12 2%	-	-	-	-	-	-	-	-	2 100%	-	-	1 1%	-
Refused	48 9%	4 9%	-	-	-	-	-	-	-	-	48 15%	4 6%	-	-
Don't know	273 54%	24 52%	23 43%	15 68%	-	-	-	-	-	-	273 85%	40 55%	26 50%	41 56%

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 : 14th-15 January 2015

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	494	76	69	39	3	-	14	8	-	14	38	233
Weighted base	507	67*	72*	35**	4**	-**	12**	6**	-**	15**	40**	255
Conservative	42 8%	31 46%bk	-	*	-	-	-	-	-	-	-	10 4%
Labour	59 12%	-	32 45%ak	7 19%	1 18%	-	* 3%	* 4%	-	-	1 3%	18 7%
Lib Dem	11 2%	-	-	5 13%	-	-	-	-	-	-	-	7 3%
UKIP	40 8%	3 5%	5 7%	-	-	-	9 73%	-	-	* 2%	-	23 9%
Green	21 4%	1 1%	3 4%	5 15%	-	-	-	6 96%	-	1 8%	-	5 2%
SNP	1 *	-	-	-	-	-	-	-	-	1 4%	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-
Other	12 2%	1 1%	2 2%	-	-	-	-	-	-	9 60%	-	1 *
Refused	48 9%	4 6%	2 2%	2 6%	-	-	1 7%	-	-	3 17%	33 80%	5 2%
Don't know	273 54%	27 41%	29 40%	16 46%	3 82%	-	2 16%	-	-	1 10%	7 17%	187 73%ab

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 : 14th-15 January 2015

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	494	42	21	57	44	42	20	40	57	84	45	42
Weighted base	507	39*	21**	55*	43**	50**	28**	49**	64*	75*	43*	39*
Conservative	42 8%	1 4%	2 11%	4 8%	6 14%	2 4%	6 23%	4 7%	3 5%	5 7%	5 11%	3 7%
Labour	59 12%	4 9%	1 4%	12 22%	3 7%	4 7%	3 11%	5 10%	6 9%	10 13%	3 8%	8 21%
Lib Dem	11 2%	-	1 3%	-	2 4%	-	5 20%	-	1 2%	2 2%	* 1%	-
UKIP	40 8%	1 3%	1 3%	2 4%	2 4%	11 22%	-	4 8%	9 14%	6 8%	3 7%	2 6%
Green	21 4%	1 4%	1 5%	1 2%	1 2%	2 3%	1 3%	6 13%	-	6 8%	2 4%	1 2%
SNP	1 *	1 1%	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	-	-	-	-	-	-	-	-	-	-	-	-
BNP	-	-	-	-	-	-	-	-	-	-	-	-
Other	12 2%	1 4%	-	2 4%	-	3 5%	1 4%	-	1 1%	4 5%	-	-
Refused	48 9%	2 4%	2 9%	8 14%	3 6%	4 8%	-	3 7%	10 16%	7 10%	1 2%	8 20%J
Don't know	273 54%	28 71%CIK	14 66%	26 47%	28 64%	25 50%	11 39%	26 54%	34 52%	36 47%	29 67%	17 44%

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 : 14th-15 January 2015

Absolutes/col percents

Table 5

Q.5 Generally speaking, do you think of yourself as ...?**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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Conservative	566 28%	297 30%	269 26%	52 21%	58 18%	83 22%	88 26% ^d	108 36% ^{cde}	177 42% ^{cde}	196 36% ^{kl}	181 31% ^l	115 27% ^l	74 16%	545 29%	170 33% ^q	155 29% ^q	137 27% ^q	82 28% ^q	21 12%
Labour	540 27%	283 29%	256 25%	55 22%	89 27%	122 32% ^g	99 29%	67 22%	107 25%	140 26%	148 25%	113 27%	138 30%	508 27%	133 26%	116 22%	193 38% ^{mnp}	66 23%	32 18%
Lib Dem	143 7%	78 8%	65 6%	11 4%	26 8%	21 5%	23 7%	27 9%	36 8%	55 10% ^{jk}	32 6%	16 4%	40 9% ^k	131 7%	31 6%	42 8%	34 7%	23 8%	12 7%
SNP	60 3%	27 3%	33 3%	6 2%	16 5%	10 3%	9 3%	8 3%	10 2%	10 2%	19 3%	14 3%	18 4%	-	-	-	-	-	60 34% ^{mnop}
Plaid Cymru	3 *	1 *	2 *	- -	2 1%	- -	- -	1 *	1 *	1 *	2 *	- -	- -	3 *	- -	- -	- -	3 1%	- -
UKIP	185 9%	112 11% ^b	73 7%	20 8%	19 6%	32 8%	45 13% ^d	26 8%	42 10%	31 6%	48 8%	44 10% ⁱ	62 13% ^{ij}	179 10%	47 9% ^q	62 12% ^{oq}	36 7%	35 12% ^q	5 3%
Green	63 3%	21 2%	42 4% ^a	17 7% ^{efgh}	23 7% ^{efgh}	7 2%	7 2%	6 2%	4 1%	18 3% ^l	26 4% ^l	14 3%	5 1%	59 3%	18 4%	22 4% ^o	7 1%	11 4%	4 3%
BNP	6 *	2 *	4 *	- -	1 *	2 1%	1 *	2 1%	* *	* *	- -	1 *	4 1% ^j	6 *	* *	3 1%	3 1%	- -	- -
Other	31 2%	22 2% ^b	9 1%	1 *	4 1%	9 2%	1 *	10 3% ^f	6 1%	7 1%	9 2%	7 2%	8 2%	27 1%	7 1%	10 2%	5 1%	6 2%	4 2%
Refused	45 2%	16 2%	30 3%	7 3%	11 3% ^h	12 3% ^h	8 2%	6 2%	2 1%	11 2%	9 2%	9 2%	16 3%	42 2%	11 2%	16 3%	13 2%	2 1%	3 2%
Don't know	381 19%	132 13%	249 24% ^a	77 31% ^{fgh}	76 24% ^{gh}	88 23% ^{gh}	63 18% ^h	41 14% ^h	36 9%	76 14%	114 19% ⁱ	90 21% ⁱ	101 22% ⁱ	349 19%	96 19%	107 20%	83 16%	63 22%	32 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 : 14th-15 January 2015

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 Democrat (l)
Unweighted base	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Conservative	566 28%	444 88%bcdef	9 2%	10 8%b	71 21%bcef	4 4%	* 1%	- -	- -	3 25%	31 10%	449 77%kl	16 3%	31 8%k
Labour	540 27%	12 2%	449 85%acdef	10 8%a	20 6%a	7 7%a	4 7%	- -	- -	3 25%	30 9%	13 2%	365 78%jl	82 22%j
Lib Dem	143 7%	6 1%	19 4%a	82 65%abdef	9 3%	16 16%abdf	1 2%	1 53%	- -	- -	18 6%	5 1%	11 2%	109 30%jk
SNP	60 3%	2 *	4 1%	- -	3 1%	- -	47 79%abcde	- -	- -	- -	3 1%	5 1%	7 2%	3 1%
Plaid Cymru	3 *	- -	- -	1 1%	2 1%	- -	- -	1 47%	- -	- -	- -	- -	- -	- -
UKIP	185 9%	5 1%	3 1%	2 2%	164 49%abcef	- -	- -	- -	- -	- -	3 1%	53 9%k	22 5%	29 8%
Green	63 3%	- -	5 1%	1 1%	1 *	51 52%abcdf	* 1%	- -	- -	- -	- -	3 1%	6 1%	24 6%jk
BNP	6 *	- -	- -	- -	1 *	- -	- -	- -	5 85%	- -	- -	- -	- -	- -
Other	31 2%	2 *	4 1%	- -	2 1%	4 4%abd	1 1%	- -	1 15%	4 41%	4 1%	1 *	4 1%	7 2%j
Refused	45 2%	1 *	2 *	* *	1 *	- -	1 1%	- -	- -	- -	39 12%	6 1%	1 *	5 1%
Don't know	381 19%	33 7%	36 7%	18 15%ab	58 17%ab	16 16%ab	5 9%	- -	- -	1 9%	192 60%	46 8%	35 7%	76 21%jk

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 : 14th-15 January 2015

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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Conservative	566 28%	566 100%bcdfgjk	-	-	-	-	-	-	-	-	-	-
Labour	540 27%	-	540 100%acdfgjk	-	-	-	-	-	-	-	-	-
Lib Dem	143 7%	-	-	143 100%abdfgjk	-	-	-	-	-	-	-	-
SNP	60 3%	-	-	-	60 100%abcfjk	-	-	-	-	-	-	-
Plaid Cymru	3 *	-	-	-	-	3 100%	-	-	-	-	-	-
UKIP	185 9%	-	-	-	-	-	185 100%abcdgjk	-	-	-	-	-
Green	63 3%	-	-	-	-	-	-	63 100%abcdfjk	-	-	-	-
BNP	6 *	-	-	-	-	-	-	-	6 100%	-	-	-
Other	31 2%	-	-	-	-	-	-	-	-	31 100%	-	-
Refused	45 2%	-	-	-	-	-	-	-	-	-	45 100%abcdfgk	-
Don't know	381 19%	-	-	-	-	-	-	-	-	-	-	381 100%abcdf gj

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 : 14th-15 January 2015

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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Conservative	566 28%	21 12%	21 23%A	77 32%AD	39 22%A	43 23%A	31 29%A	63 33%AD	85 33%AD	86 33%AD	52 28%A	50 32%A
Labour	540 27%	32 18%	45 49%ADE FGHIJK	89 37%AEG IJK	59 33%AGJ	42 22%	29 27%	39 20%	72 28%A	60 23%	36 20%	35 22%
Lib Dem	143 7%	12 7%	3 3%	10 4%	21 12%BC	16 8%	4 4%	16 9%	15 6%	16 6%	19 10%C	10 7%
SNP	60 3%	60 34%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	3 *	-	-	-	-	-	3 3%CHI	-	-	-	-	-
UKIP	185 9%	5 3%	4 4%	16 7%	16 9%	23 12%A	11 10%	18 10%A	20 8%	27 10%A	24 13%A	21 13%A
Green	63 3%	4 3%	3 3%	1 *	3 2%	7 4%C	3 3%	12 6%CD	7 3%	11 4%C	8 4%C	3 2%
BNP	6 *	-	-	1 1%	2 1%	2 1%	-	1 *	* *	-	-	1 *
Other	31 2%	4 2%	-	4 1%	1 1%	7 4%	4 3%	2 1%	3 1%	3 1%	2 1%	1 1%
Refused	45 2%	3 2%	2 2%	9 4%	2 1%	4 2%	-	3 2%	9 3%	3 1%	2 1%	9 6%DFIJ
Don't know	381 19%	32 19%	14 15%	31 13%	38 21%	45 24%C	22 20%	35 19%	44 17%	52 20%	41 22%C	27 17%

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 : 14th-15 January 2015

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	1686	840	846	109	242	343	311	284	397	678	429	211	368	1530	450	430	439	211	156
Weighted base	1315	717	598	103*	202	248	231	213	318	381	374	260	300	1190	323	325	347	196	125
Conservative	431 33%	218 30%	213 36%	38 37%	56 28%	73 29%	61 26%	74 35%	129 41%def	151 40%l	130 35%l	86 33%l	65 22%	410 34%	129 40%oq	127 39%oq	93 27%q	61 31%q	21 17%
Labour	446 34%	240 33%	206 34%	41 40%h	77 38%h	108 44%gh	79 34%h	65 30%	76 24%	123 32%	127 34%	83 32%	112 37%	418 35%	103 32%	96 29%	161 46%mp q	58 30%	28 22%
Lib Dem	92 7%	57 8%	36 6%	7 7%	22 11%e	8 3%	15 7%	15 7%	25 8%e	30 8%	25 7%	12 5%	25 8%	88 7%	26 8%	19 6%	20 6%	23 12%oq	4 3%
UKIP	231 18%	136 19%	95 16%	10 10%	21 10%	31 13%	59 26%cde	38 18%	72 23%cde	47 12%	54 14%	60 23%ij	70 23%ij	223 19%	51 16%q	68 21%q	63 18%q	41 21%q	9 7%
Green	44 3%	25 4%	19 3%	2 2%	15 7%fh	12 5%h	4 2%	7 3%	4 1%	14 4%	21 6%kl	4 2%	5 2%	39 3%	12 4%	9 3%	8 2%	10 5%	5 4%
SNP	58 4%	34 5%	25 4%	3 3%	11 5%	14 6%	11 5%	9 4%	10 3%	11 3%	16 4%	12 5%	20 7%l	-	-	-	-	-	58 47%mnop
Plaid Cymru	1 *	* *	1 *	-	-	-	-	* *	1 *	1 *	-	-	-	1 *	-	-	-	1 1%	-
BNP	4 *	1 *	3 1%	-	-	2 1%	1 *	1 1%	* *	-	-	1 1%	3 1%	4 *	-	3 1%	1 *	-	-
Other	7 1%	5 1%	2 *	2 2%	-	-	1 1%	2 1%	1 *	3 1%	1 *	2 1%	1 *	7 1%	2 1%	2 1%	-	2 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 : 14th-15 January 2015

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 Democrat (l)
Unweighted base	1686	530	532	123	311	107	63	2	7	11	73	575	435	338
Weighted base	1315	431	446	92*	231	44*	58*	1**	4**	7**	.*	472	383	239
Conservative	431 33%	431 100%bcdef	-	-	-	-	-	-	-	-	-	357 75%kl	17 4%	24 10%k
Labour	446 34%	-	446 100%acdef	-	-	-	-	-	-	-	-	9 2%	314 82%jl	76 32%j
Lib Dem	92 7%	-	-	92 100%abdef	-	-	-	-	-	-	-	3 1%	7 2%	75 31%jk
UKIP	231 18%	-	-	-	231 100%abcef	-	-	-	-	-	-	98 21%kl	30 8%	33 14%k
Green	44 3%	-	-	-	-	44 100%abcdf	-	-	-	-	-	4 1%	4 1%	21 9%jk
SNP	58 4%	-	-	-	-	-	58 100%abcde	-	-	-	-	1 *	12 3%j	7 3%j
Plaid Cymru	1 *	-	-	-	-	-	-	1 100%	-	-	-	-	-	-
BNP	4 *	-	-	-	-	-	-	-	4 100%	-	-	-	-	-
Other	7 1%	-	-	-	-	-	-	-	-	7 100%	-	-	-	3 1%j

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 : 14th-15 January 2015

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	1686	556	503	146	55	3	156	62	8	22	8	167
Weighted base	1315	456	429	95*	52*	3**	142*	30**	6**	11**	4**	89*
Conservative	431 33%	381 84%bcdfk	12 3%	6 6%	2 3%	-	5 3%	-	-	1 14%	1 26%	23 26%bcdf
Labour	446 34%	8 2%	389 91%acdfk	13 14%af	3 6%	-	2 1%	4 15%	-	4 38%	2 49%	20 23%adf
Lib Dem	92 7%	9 2%	9 2%	59 63%abdfk	-	1 24%	2 2%	1 2%	-	-	* 9%	11 13%abdf
UKIP	231 18%	54 12%bd	11 3%	8 9%b	1 1%	2 56%	133 94%abcok	-	1 21%	1 8%	-	20 23%abcd
Green	44 3%	2 *	2 1%	7 7%abf	-	-	-	24 82%	-	1 5%	-	8 9%abdf
SNP	58 4%	* *	4 1%	1 1%	47 89%abcok	-	-	* 1%	-	-	1 16%	5 6%abf
Plaid Cymru	1 *	-	-	* 1%	-	1 20%	-	-	-	-	-	-
BNP	4 *	-	-	-	-	-	-	4 79%	-	-	-	-
Other	7 1%	2 *	1 *	-	-	-	-	-	4 35%	-	-	-

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 : 14th-15 January 2015

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	1686	156	78	207	154	132	65	162	216	234	146	136
Weighted base	1315	125	62*	166	119*	110*	72*	113*	165	158	124*	101*
Conservative	431 33%	21 17%	17 28%	54 33%AD	22 18%	32 29%	24 33%A	54 47%ABC DEJ	68 41%AD	61 38%AD	37 30%A	42 42%AD
Labour	446 34%	28 22%	36 57%AEF GHIJK	70 42%AGI J	55 46%AGI JK	39 35%	24 33%	25 22%	64 39%AGI	39 25%	34 28%	31 31%
Lib Dem	92 7%	4 3%	2 3%	8 5%	10 9%	8 7%	6 8%	7 6%	12 7%	14 9%	17 13%AC	5 5%
UKIP	231 18%	9 7%	5 8%	29 17%A	29 24%ABH	27 24%ABH	12 17%	21 19%A	19 12%	32 20%A	29 23%ABH	19 19%A
Green	44 3%	5 4%	2 3%	3 2%	3 3%	1 1%	3 4%	5 5%	2 1%	10 6%H	7 6%H	3 3%
SNP	58 4%	58 47%BCDE FGHIJK	-	-	-	-	-	-	-	-	-	-
Plaid Cymru	1 *	-	-	-	-	-	1 2%	-	-	-	-	-
BNP	4 *	-	-	1 1%	-	2 2%	-	1 1%	-	-	-	1 1%
Other	7 1%	-	-	-	-	2 2%	2 3%	* *	-	2 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 : 14th-15 January 2015

Absolutes/col percents

Table 7

Q.6 How favourable or unfavourable are you to each of the following?

David Cameron

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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	571 28%	288 29%	283 27%	64 26%	72 22%	89 23%	92 27%	102 34% ^{de}	154 36% ^{ode}	193 35% ^{jl}	156 27% ^l	132 31% ^l	90 19%	543 29%	167 33% ^{oq}	167 31% ^q	128 25% ^q	80 28% ^q	28 16%
Unfavourable	922 46%	485 49% ^b	436 42%	79 32%	154 47% ^c	186 48% ^c	176 51% ^c	137 45% ^c	189 45% ^c	224 41%	262 45%	165 39%	271 58% ^{ijk}	817 44%	208 41%	223 42%	251 49% ^{mn}	135 46%	104 60% ^{mnop}
Neither	430 21%	184 19%	247 24% ^a	67 27% ^{gh}	80 24%	92 24%	62 18%	53 18%	76 18%	110 20%	137 23% ^l	105 25% ^l	79 17%	396 21%	108 21%	120 22%	101 20%	68 23%	34 20%
Don't know	100 5%	34 3%	66 6% ^a	35 14% ^{defg}	20 6% ^h	18 5% ^h	14 4% ^h	11 3% ^h	3 1%	19 3%	32 5%	22 5%	27 6%	93 5%	30 6%	24 4%	31 6%	9 3%	7 4%

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 : 14th-15 January 2015

Absolutes/col percents

Table 7

Q.6 How favourable or unfavourable are you to 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)
Unweighted base	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	571 28%	388 77%bcdef	49 9%	24 19%bf	67 20%bf	13 13%	2 4%	1 47%	-	-	27 8%	385 66%kl	46 10%	62 17%k
Unfavourable	922 46%	29 6%	380 72%acd	59 47%a	193 58%a	70 72%acd	54 89%abcde	1 53%	4 67%	8 78%	103 32%	80 14%	331 71%jl	230 63%j
Neither	430 21%	83 16%	85 16%	38 31%abef	68 20%f	12 12%	4 7%	-	1 23%	2 22%	128 40%	109 19%	76 16%	64 17%
Don't know	100 5%	4 1%	17 3%a	4 3%	5 1%	2 2%	-	-	1 11%	-	62 19%	7 1%	15 3%j	11 3%

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 : 14th-15 January 2015

Absolutes/col percents

Table 7

Q.6 How favourable or unfavourable are you to 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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	571 28%	407 72%bcdfgijk	47 9%	22 15%b	5 8%	1 20%	23 12%	8 13%	* 6%	2 5%	5 12%	51 13%
Unfavourable	922 46%	55 10%	383 71%acjk	75 53%ak	50 84%acfjk	2 56%	121 65%ack	46 72%ack	5 77%	24 76%	23 51%a	138 36%a
Neither	430 21%	99 18%	94 17%	42 29%abdg	4 7%	1 24%	37 20%	9 14%	* 7%	6 19%	9 20%	130 34%abdfg
Don't know	100 5%	5 1%	16 3%a	4 3%	- -	- -	4 2%	1 1%	1 10%	- -	8 18%abcdfg	61 16%abcdfg

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 : 14th-15 January 2015

Absolutes/col percents

Table 7

Q.6 How favourable or unfavourable are you to each of the following?

David Cameron

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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	571 28%	28 16%	20 22%	69 29%A	38 21%	62 33%AD	28 26%	64 34%AD	95 38%ABD IK	72 28%A	52 28%A	42 27%A
Unfavourable	922 46%	104 60%CEG HIJK	52 56%GH	108 45%	92 51%H	80 43%	57 54%H	75 40%	96 38%	112 43%	78 42%	67 43%
Neither	430 21%	34 20%	16 17%	45 19%	40 22%	40 21%	20 19%	39 21%	46 18%	62 24%	47 26%	40 26%
Don't know	100 5%	7 4%	5 5%	16 7%	10 5%	6 3%	1 1%	11 6%	17 7%	13 5%	7 4%	7 5%

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 : 14th-15 January 2015

Absolutes/col percents

Table 8

Q.6 How favourable or unfavourable are you to each of the following?

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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	341 17%	178 18%	163 16%	31 13%	48 15%	70 18%	70 20%	51 17%	71 17%	91 17%	81 14%	59 14%	109 23% ^{ijkl}	320 17%	72 14%	85 16%	111 22% ^{mnq}	51 18%	21 12%
Unfavourable	1038 51%	549 55% ^b	489 47%	92 37%	145 45%	190 49% ^c	173 50% ^c	175 58% ^{cde}	263 62% ^{cde}	322 59% ^{ijkl}	307 52%	198 47%	211 45%	935 51%	273 53% ^o	288 54% ^o	223 44%	151 52%	102 59% ^o
Neither	516 25%	226 23%	289 28% ^a	78 32% ^{gh}	109 34% ^{fgh}	105 27% ^h	83 24%	65 21%	76 18%	111 20%	156 27% ⁱ	137 32% ^{il}	112 24%	474 26%	138 27%	127 24%	136 27%	72 25%	42 24%
Don't know	129 6%	38 4%	91 9% ^a	45 18% ^{defg}	23 7% ^h	21 5%	18 5%	11 4%	12 3%	22 4%	42 7% ⁱ	30 7%	34 7% ⁱ	121 7%	31 6%	33 6%	40 8%	17 6%	8 5%

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 : 14th-15 January 2015

Absolutes/col percents

Table 8

Q.6 How favourable or unfavourable are you to 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)
Unweighted base	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	341 17%	15 3%	275 52%acdef	14 11%ad	6 2%	8 9%ad	5 9%ad	-	-	1 11%	12 4%	19 3%	209 45%jl	61 17%j
Unfavourable	1038 51%	413 82%bcde	68 13%	73 58%b	244 73%bc	64 66%b	46 76%bc	1 47%	4 67%	8 73%	109 34%	482 83%kl	90 19%	185 50%k
Neither	516 25%	69 14%	160 30%adf	36 29%af	72 22%a	21 22%	7 11%	1 53%	*	2 15%	132 41%	72 12%	141 30%j	107 29%j
Don't know	129 6%	7 1%	28 5%a	2 2%	11 3%	4 4%	2 4%	-	2 25%	-	68 21%	7 1%	28 6%j	13 3%j

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 : 14th-15 January 2015

Absolutes/col percents

Table 8

Q.6 How favourable or unfavourable are you to 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)
Unweighted base	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	341 17%	18 3%	254 47%acdfgijk	18 12%afk	5 9%f	- -	3 2%	10 15%afk	- -	6 18%	4 9%f	24 6%f
Unfavourable	1038 51%	463 82%bcfgijk	88 16%	80 56%bk	44 74%bcjk	2 76%	128 69%bcjk	34 53%b	5 82%	20 63%	20 44%b	154 41%b
Neither	516 25%	78 14%	167 31%a	43 30%a	10 17%	1 24%	45 24%a	18 29%a	* 7%	4 14%	12 26%	137 36%adf
Don't know	129 6%	6 1%	32 6%a	3 2%	1 1%	- -	8 5%a	2 3%	1 10%	2 5%	9 21%abcdfg	66 17%abcdf g

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 : 14th-15 January 2015

Absolutes/col percents

Table 8

Q.6 How favourable or unfavourable are you to each of the following?

Ed Miliband

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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	341 17%	21 12%	19 21%I	46 19%I	46 25%AGI J	33 17%	22 21%	26 14%	44 17%	28 11%	29 16%	26 17%
Unfavourable	1038 51%	102 59%BD	33 36%	115 48%	74 41%	100 53%B	59 55%B	105 56%BD	126 49%	147 57%BD	93 50%	83 53%B
Neither	516 25%	42 24%	33 36%G	59 25%	45 25%	46 25%	23 21%	40 21%	69 27%	69 27%	49 27%	40 26%
Don't know	129 6%	8 5%	7 8%	18 8%	15 8%	8 5%	4 4%	17 9%	16 6%	15 6%	13 7%	7 5%

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 : 14th-15 January 2015

Absolutes/col percents

Table 9

Q.6 How favourable or unfavourable are you to 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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	229 11%	121 12%	107 10%	34 14%	32 10%	47 12%	25 7%	30 10%	59 14% ^f	79 14% ^k	67 11%	36 8%	48 10%	219 12%	59 11%	53 10%	47 9%	60 21% ^{mnoq}	10 6%
Unfavourable	1099 54%	600 61% ^b	499 48%	92 37%	162 50% ^c	206 53% ^c	204 59% ^{cd}	178 59% ^{cd}	258 61% ^{cde}	295 54%	297 51%	241 57%	266 57%	997 54%	265 52%	299 56% ^p	295 58% ^p	137 47%	102 59% ^p
Neither	587 29%	232 23%	355 34% ^a	79 32%	110 34% ^h	112 29%	103 30%	86 29%	97 23%	151 28%	190 32%	123 29%	123 26%	530 29%	159 31%	159 30%	129 25%	83 29%	57 33%
Don't know	108 5%	37 4%	71 7% ^a	41 17% ^{defg}	21 6% ^{gh}	20 5% ^h	12 4%	8 3%	7 2%	20 4%	34 6%	24 6%	30 6%	103 6%	30 6%	22 4%	39 8% ^{nq}	11 4%	5 3%

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 : 14th-15 January 2015

Absolutes/col percents

Table 9

Q.6 How favourable or unfavourable are you to 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)
Unweighted base	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	229 11%	74 15%bdf	51 10%df	60 48%abdef	11 3%	13 14%df	-	1 100%	-	-	16 5%	74 13%	46 10%	70 19%jk
Unfavourable	1099 54%	235 47%c	328 62%ac	35 28%	252 76%abce	61 62%ac	51 85%abce	-	6 92%	9 87%	104 32%	315 54%	291 62%jl	196 54%
Neither	587 29%	177 35%bcdef	135 25%	28 23%	63 19%	20 21%	9 15%	-	*	1 13%	143 44%	180 31%l	116 25%	88 24%
Don't know	108 5%	18 4%	17 3%	2 2%	7 2%	3 3%	-	-	-	-	58 18%	12 2%	14 3%	12 3%

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 : 14th-15 January 2015

Absolutes/col percents

Table 9

Q.6 How favourable or unfavourable are you to each of the following?

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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	229 11%	85 15%bdfjk	39 7%	55 39%abdfgjk	- -	1 20%	7 4%	6 9%d	- -	2 5%	* 1%	34 9%d
Unfavourable	1099 54%	287 51%ck	338 63%acjk	44 31%	44 73%acjk	2 80%	143 78%abcjk	40 64%ck	6 93%	24 77%	20 43%	152 40%
Neither	587 29%	182 32%f	144 27%f	41 29%f	16 27%	- -	30 16%	16 25%	* 7%	6 18%	18 39%f	133 35%bf
Don't know	108 5%	13 2%	19 3%	2 1%	- -	- -	4 2%	1 1%	- -	- -	7 16%abcdfg	62 16%abcdf g

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 : 14th-15 January 2015

Absolutes/col percents

Table 9

Q.6 How favourable or unfavourable are you to each of the following?

Nick Clegg

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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	229 11%	10 6%	8 8%	16 7%	23 13%A	18 10%	27 25%ABC DEGHIK	24 12%	33 13%A	26 10%	33 18%ACIK	11 7%
Unfavourable	1099 54%	102 59%J	44 48%	146 62%HJ	105 58%J	111 59%J	54 50%	103 55%	127 50%	138 53%	83 45%	85 54%
Neither	587 29%	57 33%C	34 37%CD	53 22%	42 23%	53 28%	25 23%	53 28%	79 31%	79 31%	58 32%	52 33%C
Don't know	108 5%	5 3%	7 7%	22 9%AEF	11 6%	5 3%	1 1%	9 5%	16 6%	15 6%	10 5%	9 6%

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 : 14th-15 January 2015

Absolutes/col percents

Table 10
Q.6 How favourable or unfavourable are you to each of the following?
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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	470 23%	279 28% ^b	191 19%	38 15%	49 15%	64 17%	94 27% ^{cde}	85 28% ^{cde}	139 33% ^{cde}	112 21%	117 20%	114 27%	126 27% ^{ij}	447 24%	103 20%	152 28% ^{mq}	118 23% ^q	74 25% ^q	23 13%
Unfavourable	980 48%	479 48%	502 49%	97 40%	173 53% ^{ch}	216 56% ^{cfh}	159 46%	146 48%	188 45%	301 55% ^{kl}	308 52% ^k	148 35%	223 48% ^k	874 47%	262 51% ⁿ	221 41%	247 48%	144 49%	107 61% ^{mnop}
Neither	442 22%	186 19%	256 25% ^a	68 28%	78 24%	82 21%	68 20%	58 19%	88 21%	105 19%	126 21%	127 30% ^{ajil}	84 18%	406 22%	114 22%	134 25% ^o	97 19%	60 21%	36 21%
Don't know	131 6%	47 5%	84 8% ^a	42 17% ^{defg}	25 8% ^h	23 6% ^h	23 7% ^h	12 4% ^h	6 1%	27 5%	35 6%	34 8%	34 7%	123 7%	34 7%	27 5%	49 10% ^{np}	13 5%	8 4%

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 : 14th-15 January 2015

Absolutes/col percents

Table 10

Q.6 How favourable or unfavourable are you to 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)
Unweighted base	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	470 23%	118 23%bcef	50 9%f	12 9%	259 78%abcef	7 7%	1 1%	-	2 36%	-	16 5%	207 36%kl	73 16%	69 19%
Unfavourable	980 48%	246 49%d	343 65%ad	86 69%ad	9 3%	80 82%abd	52 87%abcd	1 47%	1 22%	8 79%	132 41%	233 40%	271 58%j	222 61%j
Neither	442 22%	126 25%def	111 21%e	23 19%	49 15%	8 9%	7 12%	1 53%	2 32%	2 21%	103 32%	124 21%	97 21%	65 18%
Don't know	131 6%	14 3%	26 5%	4 3%	15 5%	2 2%	* 1%	-	1 11%	-	70 22%	17 3%	26 6%	10 3%

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 : 14th-15 January 2015

Absolutes/col percents

Table 10
Q.6 How favourable or unfavourable are you to 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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	470 23%	181 32%bcdgjk	59 11%	11 8%	5 8%	- -	157 85%abcdgjk	5 7%	2 39%	5 15%	1 3%	44 11%
Unfavourable	980 48%	243 43%f	336 62%afk	97 68%afjk	44 74%afjk	1 44%	5 3%	50 80%abfjk	1 21%	22 71%	20 45%f	161 42%f
Neither	442 22%	127 22%f	119 22%f	29 20%f	10 17%	2 56%	17 9%	7 10%	2 30%	4 14%	15 33%fg	110 29%fg
Don't know	131 6%	15 3%	27 5%	6 4%	* 1%	- -	5 3%	2 3%	1 10%	- -	9 19%abcdfg	66 17%abcdf g

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 : 14th-15 January 2015

Absolutes/col percents

Table 10
Q.6 How favourable or unfavourable are you to each of the following?
Nigel Farage
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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	470 23%	23 13%	13 14%	63 26%AB	42 24%A	62 33%ABH	28 26%A	42 22%	46 18%	58 22%A	45 25%A	48 31%ABH
Unfavourable	980 48%	107 61%CDE GIJK	49 53%E	116 49%	82 46%	70 37%	55 51%	85 45%	137 54%EK	125 48%	89 48%	66 42%
Neither	442 22%	36 21%	24 26%	38 16%	35 20%	50 27%C	19 18%	49 26%C	53 21%	61 23%	41 22%	35 23%
Don't know	131 6%	8 4%	7 8%	22 9%E	20 11%AE	6 3%	5 4%	13 7%	19 7%	15 6%	9 5%	8 5%

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 : 14th-15 January 2015

Absolutes/col percents

Table 11

Q.6 How favourable or unfavourable are you to 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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	586 29%	298 30%	288 28%	63 26%	65 20%	93 24%	95 28% ^d	95 31% ^d	176 42% ^{cde} fg	189 35% ^l	178 30% ^l	134 32% ^l	84 18%	555 30%	162 31% ^q	166 31% ^q	135 26% ^q	92 32% ^q	31 18%
Unfavourable	917 45%	482 49% ^b	436 42%	62 25%	157 48% ^c	193 50% ^c	180 52% ^{ch}	139 46% ^c	186 44% ^c	225 41%	240 41%	167 39%	285 61% ^{ijkl}	815 44%	211 41%	219 41%	254 50% ^{mn}	131 45%	103 59% ^{mnp}
Neither	411 20%	175 18%	236 23% ^a	73 30% ^{fgh}	82 25% ^{fh}	83 22% ^h	58 17%	59 19% ^h	56 13%	104 19%	140 24% ^l	99 23% ^l	68 15%	378 20%	108 21%	125 23% ^o	89 17%	57 20%	32 19%
Don't know	109 5%	36 4%	72 7% ^a	47 19% ^{defg} h	21 6% ^h	17 4% ^h	11 3% ^h	9 3% ^h	3 1%	27 5%	29 5%	23 6%	29 6%	102 6%	33 6%	24 5%	34 7%	11 4%	7 4%

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 : 14th-15 January 2015

Absolutes/col percents

Table 11

Q.6 How favourable or unfavourable are you to 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)
Unweighted base	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	586 29%	433 86%bcdef	18 3%	16 13%bf	72 22%bf	12 12%bf	-	1 47%	-	-	30 9%	429 74%kl	26 5%	45 12%k
Unfavourable	917 45%	14 3%	419 79%acd	64 52%a	171 51%a	73 75%acd	56 94%abcde	1 53%	4 71%	8 79%	93 29%	62 11%	354 76%jl	233 64%j
Neither	411 20%	54 11%	74 14%	39 32%abef	82 25%abef	12 13%	4 6%	-	2 29%	2 21%	134 42%	84 14%	68 15%	79 22%jk
Don't know	109 5%	3 1%	19 4%a	5 4%a	8 2%	-	-	-	-	-	64 20%	7 1%	19 4%j	9 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 : 14th-15 January 2015

Absolutes/col percents

Table 11

Q.6 How favourable or unfavourable are you to each of the following?**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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	586 29%	466 82%bcdgjk	19 4%	22 15%b	5 9%	1 20%	22 12%b	8 13%b	* 6%	2 5%	5 11%b	36 9%b
Unfavourable	917 45%	29 5%	418 77%acfjk	88 61%ak	49 81%acfjk	2 56%	114 62%ak	47 74%ajk	4 67%	21 69%	21 46%a	126 33%a
Neither	411 20%	67 12%	85 16%	30 21%a	6 10%	1 24%	41 22%a	8 13%	2 28%	8 26%	10 22%	153 40%abcd g
Don't know	109 5%	3 1%	17 3%a	4 3%a	- -	- -	8 4%a	- -	- -	- -	10 21%abcdfg	67 18%abcd 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 : 14th-15 January 2015

Absolutes/col percents

Table 11

Q.6 How favourable or unfavourable are you to each of the following?

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)
Unweighted base	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	586 29%	31 18%	17 18%	83 35%ABD	35 19%	47 25%	36 34%AD	68 36%ABD	85 33%ABD	76 30%AD	56 30%AD	51 32%ABD
Unfavourable	917 45%	103 59%CEG HIJK	53 57%GHI K	110 46%	90 50%	84 45%	47 44%	74 39%	107 42%	104 40%	84 45%	61 39%
Neither	411 20%	32 19%	17 19%	28 12%	44 24%C	51 27%C	20 18%	36 19%	45 18%	62 24%C	38 20%C	37 24%C
Don't know	109 5%	7 4%	6 6%	17 7%	11 6%	5 3%	4 4%	11 6%	17 7%	16 6%	7 4%	8 5%

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 : 14th-15 January 2015

Absolutes/col percents

Table 12

Q.6 How favourable or unfavourable are you to each of the following?

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)
Unweighted base	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	536 26%	280 28%	256 25%	65 27%	84 26%	111 29%	111 32% ^{gh}	72 24%	94 22%	149 27%	142 24%	105 25%	139 30%	492 27%	131 26%	122 23%	168 33% ^{mnp}	71 24%	44 25%
Unfavourable	904 45%	477 48% ^b	427 41%	75 31%	107 33%	162 42% ^{cd}	144 42% ^{cd}	160 53% ^{cde}	256 61% ^{cde}	277 51% ^{ijl}	253 43%	182 43%	192 41%	822 44%	241 47% ^o	247 46% ^o	197 39%	138 47% ^o	81 47%
Neither	465 23%	193 19%	272 26% ^a	62 25% ^h	106 33% ^{efg}	95 25% ^h	80 23% ^h	58 19%	64 15%	98 18%	156 27% ⁱ	106 25% ⁱ	105 22%	424 23%	112 22%	140 26%	107 21%	65 22%	41 24%
Don't know	118 6%	41 4%	77 7% ^a	43 18% ^{defg}	29 9% ^{efgh}	18 5% ^h	10 3%	12 4%	7 2%	22 4%	36 6%	31 7%	30 6%	111 6%	29 6%	25 5%	39 8%	18 6%	7 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 : 14th-15 January 2015

Absolutes/col percents

Table 12

Q.6 How favourable or unfavourable are you to 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)
Unweighted base	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	536 26%	29 6%	418 79%acdef	22 18%ad	19 6%	14 14%ad	9 16%ad	1 53%	-	1 11%	30 9%	27 5%	323 69%jl	103 28%j
Unfavourable	904 45%	392 78%bce	16 3%	59 47%b	240 72%bce	43 44%b	40 66%bce	1 47%	6 92%	8 73%	87 27%	463 80%kl	46 10%	149 41%k
Neither	465 23%	74 15%	83 16%	38 30%abd	64 19%	35 36%abdf	11 18%	-	*	2 15%	136 43%	82 14%	81 17%	105 29%jk
Don't know	118 6%	10 2%	14 3%	6 5%	9 3%	5 5%	-	-	-	-	67 21%	9 2%	18 4%	9 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 : 14th-15 January 2015

Absolutes/col percents

Table 12

Q.6 How favourable or unfavourable are you to each of the following?**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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	536 26%	31 5%	401 74%acdfgjk	27 19%afk	9 15%a	1 24%	11 6%	11 17%af	-	5 16%	5 10%	36 9%
Unfavourable	904 45%	447 79%bcdgjk	27 5%	67 47%bk	37 62%bgk	2 76%	131 71%bcgjk	21 34%b	6 93%	17 55%	18 39%b	130 34%b
Neither	465 23%	79 14%	97 18%	45 31%ab	13 22%	-	38 21%	27 43%abdf	* 7%	9 29%	14 31%a	142 37%abf
Don't know	118 6%	9 2%	14 3%	5 3%	-	-	4 2%	4 7%a	-	-	9 19%abcd	73 19%abcd g

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 : 14th-15 January 2015

Absolutes/col percents

Table 12

Q.6 How favourable or unfavourable are you to each of the following?

The Labour 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)
Unweighted base	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	536 26%	44 25%	35 38% J	73 31% I	60 33% GI	44 23%	29 27%	39 21%	77 30% I	54 21%	42 23%	38 24%
Unfavourable	904 45%	81 47% B	28 30%	103 43%	66 37%	88 47% B	52 49% B	84 44%	110 43%	131 51% BD	86 46% B	75 48% B
Neither	465 23%	41 24%	25 27%	44 19%	38 21%	52 27%	22 20%	53 28% C	53 21%	59 23%	43 23%	35 22%
Don't know	118 6%	7 4%	5 5%	18 7%	16 9% E	5 2%	4 4%	12 6%	14 5%	15 6%	14 8%	8 5%

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 : 14th-15 January 2015

Absolutes/col percents

Table 13
Q.6 How favourable or unfavourable are you to each of the following?
The Liberal Democrats
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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	260 13%	136 14%	124 12%	46 19%fg	42 13%	43 11%	36 10%	32 11%	61 15%	85 16%k	71 12%	39 9%	65 14%	247 13%	71 14%	71 13%	53 10%	52 18%oq	13 8%
Unfavourable	1030 51%	567 57%b	463 45%	71 29%	142 44%c	185 48%c	209 61%cde	163 54%cd	260 62%cde	278 51%	272 46%	228 54%	252 54%j	927 50%	253 49%	275 51%	274 54%p	125 43%	103 59%mp
Neither	604 30%	242 24%	363 35%a	81 33%h	114 35%fh	136 35%fh	88 26%	95 32%h	89 21%	151 28%	208 35%il	130 31%	115 25%	555 30%	153 30%	166 31%	136 27%	100 34%	50 29%
Don't know	128 6%	46 5%	82 8%a	47 19%defg	27 8%fgh	21 5%	11 3%	12 4%	11 3%	31 6%	37 6%	26 6%	34 7%	121 7%	37 7%	21 4%	48 9%n	15 5%	7 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 : 14th-15 January 2015

Absolutes/col percents

Table 13

Q.6 How favourable or unfavourable are you to each of the following?**The Liberal Democrats****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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	260 13%	67 13%df	53 10%df	86 69%abcdef	16 5%	21 22%bdf	-	1 100%	-	-	23 7%	65 11%	40 9%	109 30%jk
Unfavourable	1030 51%	241 48%c	301 57%ac	14 11%	248 74%abce	43 45%c	54 89%abcde	-	6 92%	9 84%	94 29%	325 56%l	275 59%l	146 40%
Neither	604 30%	185 37%bcdf	157 30%cdf	20 16%	56 17%	30 30%cdf	6 11%	-	*	2 16%	135 42%	180 31%	130 28%	97 27%
Don't know	128 6%	11 2%	20 4%	4 3%	13 4%	3 3%	-	-	-	-	68 21%	10 2%	22 5%j	14 4%

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 : 14th-15 January 2015

Absolutes/col percents

Table 13

Q.6 How favourable or unfavourable are you to each of the following?**The Liberal Democrats****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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	260 13%	70 12%bdf	42 8%	92 65%abdfgjk	- -	1 20%	6 3%	14 22%bdfjk	- -	1 3%	2 5%	33 9%df
Unfavourable	1030 51%	286 51%ck	315 58%ack	21 15%	48 81%abcgjk	2 56%	149 81%abcgjk	30 47%c	6 93%	23 73%	20 44%c	130 34%c
Neither	604 30%	199 35%cdf	162 30%cf	26 18%	11 19%	1 24%	24 13%	18 28%f	* 7%	7 22%	13 29%f	144 38%bcdf
Don't know	128 6%	12 2%	21 4%	3 2%	- -	- -	6 3%	2 3%	- -	1 2%	10 23%abcdfg	74 19%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 : 14th-15 January 2015

Absolutes/col percents

Table 13
Q.6 How favourable or unfavourable are you to each of the following?
The Liberal Democrats
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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	260 13%	13 8%	11 12%	20 8%	22 12%	25 13%	18 16%	30 16%AC	41 16%AC	30 11%	34 19%AC	16 10%
Unfavourable	1030 51%	103 59%BFH J	41 44%	138 58%BHJ	96 53%	104 55%J	46 43%	90 48%	119 47%	134 52%	79 43%	80 51%
Neither	604 30%	50 29%	36 39%CD	57 24%	42 23%	55 29%	41 38%CD	58 31%	76 30%	77 30%	59 32%	54 34%D
Don't know	128 6%	7 4%	5 5%	23 10%E	20 11%AEK	4 2%	3 3%	11 6%	19 7%	18 7%	12 6%	6 4%

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 : 14th-15 January 2015

Absolutes/col percents

Table 14

Q.6 How favourable or unfavourable are you to each of the following?

UKIP

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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	522 26%	294 30% ^b	228 22%	42 17%	54 17%	78 20%	117 34% ^{cde}	93 31% ^{cde}	139 33% ^{cde}	121 22%	139 21%	141 33% ^{ij}	141 30% ^{ij}	503 27%	113 22% ^q	177 33% ^{moq}	130 25% ^q	83 29% ^q	19 11%
Unfavourable	975 48%	485 49%	491 48%	103 42%	171 52%	207 54% ^{ch}	158 46%	144 48%	193 46%	304 56% ^{kl}	296 50% ^k	157 37%	219 47% ^k	862 47%	272 53% ⁿ	205 38%	241 47% ⁿ	143 49% ⁿ	114 66% ^{mnop}
Neither	414 20%	173 17%	241 23% ^a	62 25% ^f	82 25% ^{fg}	80 21%	53 15%	53 18%	84 20%	93 17%	138 23% ^{il}	105 25% ^{il}	78 17%	378 20%	100 19%	126 24%	98 19%	55 19%	35 20%
Don't know	112 6%	40 4%	72 7% ^a	38 16% ^{defg}	19 6% ^h	20 5% ^h	16 5% ^h	12 4%	6 1%	28 5%	33 6%	22 5%	29 6%	106 6%	28 6%	26 5%	42 8% ^{pq}	10 3%	5 3%

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 : 14th-15 January 2015

Absolutes/col percents

Table 14

Q.6 How favourable or unfavourable are you to each of the following?

UKIP

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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	522 26%	116 23%bef	46 9%	17 14%f	303 91%abcef	5 5%	1 2%	-	1 21%	-	28 9%	215 37%kl	77 16%	84 23%k
Unfavourable	975 48%	240 48%d	346 65%ad	84 68%ad	1 *	86 89%abcd	53 88%abcd	1 100%	2 39%	8 79%	131 41%	222 38%	282 60%j	219 60%j
Neither	414 20%	132 26%cdef	111 21%de	20 16%de	21 6%	5 5%	6 10%	-	2 40%	2 21%	103 32%	127 22%l	88 19%	56 15%
Don't know	112 6%	16 3%	28 5%	3 2%	7 2%	1 1%	* 1%	-	-	-	59 18%	18 3%	20 4%	7 2%

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 : 14th-15 January 2015

Absolutes/col percents

Table 14

Q.6 How favourable or unfavourable are you to each of the following?

UKIP

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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	522 26%	184 33%bcdgjk	65 12%	15 10%	5 8%	- -	173 94%abcdgjk	5 7%	2 39%	5 15%	2 4%	66 17%j
Unfavourable	975 48%	230 41%f	339 63%afk	99 69%afk	46 76%afjk	1 44%	1 1%	52 83%abfjk	1 23%	22 71%	23 51%f	160 42%f
Neither	414 20%	137 24%fg	109 20%f	26 18%f	9 15%f	2 56%	7 4%	5 9%	2 38%	4 14%	13 29%fg	99 26%fg
Don't know	112 6%	15 3%	26 5%	4 2%	* 1%	- -	3 2%	1 1%	- -	- -	7 16%abcdfg	55 15%abcdf g

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 : 14th-15 January 2015

Absolutes/col percents

Table 14

Q.6 How favourable or unfavourable are you to each of the following?

UKIP

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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	522 26%	19 11%	11 12%	70 29%ABH	49 27%ABH	67 36%ABH	31 29%AB	60 32%ABH	44 17%	69 27%ABH	52 28%ABH	50 32%ABH
Unfavourable	975 48%	114 66%BCD EFGIJK	46 50%E	110 46%E	85 47%E	63 33%	54 50%E	81 43%	146 57%CEG K	126 49%E	89 48%E	61 39%
Neither	414 20%	35 20%	26 28%C	37 16%	34 19%	50 27%C	19 18%	39 21%	50 20%	50 19%	36 20%	36 23%
Don't know	112 6%	5 3%	9 10%	21 9%A	12 7%	8 4%	4 3%	8 4%	15 6%	13 5%	7 4%	10 6%

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 : 14th-15 January 2015

Absolutes/col percents

Table 15

Q.6 How favourable or unfavourable are you to 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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	561 28%	289 29%	272 26%	82 33%	92 28%	114 30%	88 25%	83 28%	101 24%	160 29% ^k	179 31% ^k	91 21%	130 28%	502 27%	146 28%	141 26%	129 25%	86 29%	59 34% ^o
Unfavourable	569 28%	322 32% ^b	248 24%	58 24%	74 23%	93 24%	110 32% ^{de}	91 30%	144 34% ^{cde}	171 31% ^j	131 22%	128 30% ^j	140 30% ^j	521 28%	138 27%	150 28%	163 32%	71 24%	48 28%
Neither	724 36%	321 32%	404 39% ^a	57 23%	132 40% ^c	147 38% ^c	119 35% ^c	114 38% ^c	154 37% ^c	182 33%	230 39% ^l	162 38%	151 32%	669 36%	197 38%	204 38%	163 32%	105 36%	56 32%
Don't know	169 8%	60 6%	109 11% ^a	48 20% ^{defg}	27 8%	31 8%	27 8%	13 4%	22 5%	32 6%	47 8%	43 10%	46 10% ⁱ	158 9%	33 6%	38 7%	56 11% ^m	31 11%	11 6%

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 : 14th-15 January 2015

Absolutes/col percents

Table 15
Q.6 How favourable or unfavourable are you to 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)
Unweighted base	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	561 28%	91 18%	181 34% ^{ad}	50 40% ^{ad}	55 17%	87 89% ^{abcd}	33 55% ^{abd}	1 53%	-	4 42%	46 14%	98 17%	146 31% ^j	151 41% ^{jk}
Unfavourable	569 28%	181 36% ^{bcef}	131 25% ^e	23 19% ^e	143 43% ^{bcef}	5 5%	12 21% ^e	1 47%	5 82%	2 18%	54 17%	225 39% ^{kl}	127 27% ^l	67 18%
Neither	724 36%	213 42% ^{def}	190 36% ^e	39 31% ^e	113 34% ^e	5 5%	13 22% ^e	-	1 18%	4 40%	142 44%	237 41% ^l	167 36%	118 32%
Don't know	169 8%	19 4%	29 6%	12 10% ^{ae}	22 7%	1 1%	2 3%	-	-	-	78 24%	21 4%	27 6%	30 8% ^j

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 : 14th-15 January 2015

Absolutes/col percents

Table 15

Q.6 How favourable or unfavourable are you to 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)
Unweighted base	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	561 28%	109 19%	173 32%afjk	69 48%abfjk	31 51%abfjk	1 24%	27 14%	56 88%abcdfjk	1 13%	9 28%	5 11%	81 21%
Unfavourable	569 28%	214 38%bcdgk	138 26%gk	32 22%g	11 19%	2 76%	81 44%bcdgk	5 7%	4 70%	8 27%	15 33%gk	59 15%
Neither	724 36%	223 39%cg	198 37%cg	37 26%g	18 30%g	-	66 36%g	3 4%	1 18%	12 40%	15 32%g	151 40%cg
Don't know	169 8%	20 4%	30 6%	5 4%	-	-	11 6%	-	-	1 5%	11 24%abcdfg	90 24%abcdf g

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 : 14th-15 January 2015

Absolutes/col percents

Table 15

Q.6 How favourable or unfavourable are you to 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)
Unweighted base	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	561 28%	59 34%DK	21 22%	69 29%	39 22%	55 29%	29 27%	52 28%	73 29%	73 28%	57 31%	33 21%
Unfavourable	569 28%	48 28%	26 28%	77 32%	60 33%	52 28%	28 26%	50 27%	69 27%	70 27%	43 23%	47 30%
Neither	724 36%	56 32%	40 43%C	64 27%	59 33%	71 38%C	37 35%	70 37%	99 39%C	98 38%C	68 37%	64 41%C
Don't know	169 8%	11 6%	7 7%	28 12%EH	22 12%EH	10 5%	14 13%	16 9%	14 5%	19 7%	17 9%	12 8%

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 : 14th-15 January 2015

Absolutes/col percents

Table 16
Q.6 How favourable or unfavourable are you to each of the following?
Boris Johnson
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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	749 37%	383 39%	366 35%	88 36%	108 33%	135 35%	121 35%	115 38%	182 43%def	241 44%jl	215 37%l	159 38%l	134 29%	702 38%	205 40%oq	198 37%q	167 33%	131 45%oq	47 27%
Unfavourable	608 30%	333 34%b	275 27%	44 18%	100 31%c	124 32%c	112 33%c	97 32%c	130 31%c	156 29%	167 28%	112 26%	173 37%ijk	533 29%	156 30%	144 27%	163 32%p	70 24%	75 43%mnop
Neither	538 27%	233 24%	304 29%a	67 27%	95 29%	102 26%	95 28%	79 26%	100 24%	124 23%	163 28%	126 30%	124 27%	492 27%	124 24%	156 29%	138 27%	75 26%	46 26%
Don't know	128 6%	42 4%	86 8%a	46 19%defg	23 7%h	24 6%h	16 5%	10 3%	10 2%	24 4%	42 7%	27 6%	36 8%i	123 7%	29 6%	36 7%	42 8%q	16 5%	5 3%

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 : 14th-15 January 2015

Absolutes/col percents

Table 16

Q.6 How favourable or unfavourable are you to each of the following?

Boris Johnson

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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	749 37%	329 65%bcdef	105 20%	50 40%bf	151 45%bef	30 31%bf	8 14%	1 47%	1 15%	4 34%	72 23%	373 64%kl	104 22%	116 32%k
Unfavourable	608 30%	48 10%	251 47%acd	42 34%a	77 23%a	50 52%acd	44 73%abcde	- -	4 67%	6 59%	68 21%	64 11%	213 46%j	147 40%j
Neither	538 27%	114 23%	150 28%ef	29 23%	90 27%f	16 16%	8 13%	1 53%	1 18%	1 7%	113 35%	133 23%	128 27%	89 24%
Don't know	128 6%	13 3%	24 5%	4 4%	15 4%	1 1%	- -	- -	- -	- -	68 21%	11 2%	22 5%j	14 4%

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 : 14th-15 January 2015

Absolutes/col percents

Table 16

Q.6 How favourable or unfavourable are you to each of the following?

Boris Johnson

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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	749 37%	379 67%bcdgjk	114 21%	48 33%bd	9 15%	1 20%	79 43%bdgjk	16 25%	* 6%	4 12%	7 16%	93 24%
Unfavourable	608 30%	53 9%	248 46%afk	58 40%ak	35 59%acfk	1 24%	53 29%a	39 62%abcjk	4 64%	17 55%	17 37%a	83 22%a
Neither	538 27%	122 22%	152 28%ag	33 23%	16 27%	2 56%	45 24%	9 14%	2 30%	10 31%	13 28%	135 35%acfg
Don't know	128 6%	12 2%	26 5%a	5 3%	- -	- -	7 4%	- -	- -	1 2%	9 19%abcdfg	70 18%abcd 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 : 14th-15 January 2015

Absolutes/col percents

Table 16

Q.6 How favourable or unfavourable are you to each of the following?

Boris Johnson

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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	749 37%	47 27%	28 30%	84 35%	56 31%	64 34%	48 45%A	76 40%A	108 42%AD	97 37%	83 45%ABD	58 37%
Unfavourable	608 30%	75 43% CDE FGHIJK	35 38% J	77 32%	52 29%	52 28%	27 25%	53 28%	76 30%	80 31%	43 23%	38 25%
Neither	538 27%	46 26%	24 26%	57 24%	57 31%	60 32%	29 27%	46 24%	57 22%	66 26%	46 25%	50 32%
Don't know	128 6%	5 3%	6 6%	21 9%A	16 9%A	11 6%	4 4%	15 8%	13 5%	16 6%	12 7%	10 6%

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 : 14th-15 January 2015

Absolutes/col percents

Table 17

Q.6 How favourable or unfavourable are you to each of the following?

George Osborne

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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	383 19%	219 22% ^b	165 16%	21 8%	42 13%	59 15%	50 15%	74 24% ^{cde} f	138 33% ^{cde} fg	137 25% ^{jl}	101 17%	89 21% ^l	57 12%	367 20%	111 22% ^q	107 20% ^q	87 17% ^q	61 21% ^q	17 10%
Unfavourable	908 45%	500 50% ^b	408 40%	86 35%	149 46%	180 47% ^c	184 54% ^{ccgh}	136 45%	174 41%	241 44%	251 43%	161 38%	256 55% ^{ijkl}	811 44%	216 42%	233 44%	234 46%	128 44%	97 56% ^{mnop}
Neither	578 29%	225 23%	352 34% ^a	81 33% ^h	111 34% ^h	118 31% ^h	90 26%	79 26%	98 23%	138 25%	182 31% ^{il}	145 34% ^{il}	112 24%	528 29%	145 28%	160 30%	146 29%	77 26%	50 29%
Don't know	154 8%	48 5%	106 10% ^a	57 23% ^{defgh} h	24 7% ^h	28 7% ^h	19 6%	14 4%	11 3%	29 5%	54 9% ⁱ	29 7%	42 9% ⁱ	144 8%	41 8%	34 6%	44 9%	26 9%	10 6%

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 : 14th-15 January 2015

Absolutes/col percents

Table 17

Q.6 How favourable or unfavourable are you to each of the following?

George Osborne

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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	383 19%	260 52%bcdef	31 6%	12 10%e	51 15%bef	1 1%	1 1%	1 47%	-	-	23 7%	270 46%kl	31 7%	32 9%
Unfavourable	908 45%	54 11%	348 66%ad	68 55%a	181 54%a	76 79%abcd	54 90%abcd	1 53%	3 46%	8 78%	92 29%	105 18%	290 62%j	236 65%j
Neither	578 29%	170 34%bdef	126 24%f	38 31%ef	82 25%f	15 15%	5 9%	-	2 29%	2 22%	136 42%	184 32%l	121 26%	82 22%
Don't know	154 8%	20 4%	26 5%	6 5%	18 5%	5 5%	* 1%	-	2 25%	-	70 22%	22 4%	25 5%	16 4%

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 : 14th-15 January 2015

Absolutes/col percents

Table 17

Q.6 How favourable or unfavourable are you to each of the following?**George Osborne****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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	383 19%	287 51%bcdgijk	30 6%	15 10%g	1 1%	1 20%	19 10%g	* 1%	* 6%	2 7%	4 10%	24 6%
Unfavourable	908 45%	77 14%	355 66%acjk	75 53%ak	45 75%acjk	2 80%	114 62%ak	51 81%abcijk	4 56%	24 76%	20 45%a	141 37%a
Neither	578 29%	181 32%bg	126 23%	46 32%bg	11 19%	-	44 24%	8 13%	2 28%	4 14%	13 28%	142 37%bdfg
Don't know	154 8%	21 4%	28 5%	7 5%	3 5%	-	7 4%	3 5%	1 10%	1 3%	8 18%abcf	75 20%abcd g

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 : 14th-15 January 2015

Absolutes/col percents

Table 17

Q.6 How favourable or unfavourable are you to each of the following?

George Osborne

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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	383 19%	17 10%	13 14%	58 24%AD	16 9%	34 18%D	26 24%AD	42 22%AD	58 23%AD	53 21%AD	36 19%AD	31 20%AD
Unfavourable	908 45%	97 56%CGH IJK	42 45%	97 41%	94 52%C	87 46%	51 47%	83 44%	108 42%	109 42%	77 42%	63 40%
Neither	578 29%	50 29%	29 32%	59 25%	58 32%	55 30%	26 24%	49 26%	69 27%	76 29%	51 27%	56 36%C
Don't know	154 8%	10 6%	8 9%	24 10%	12 6%	11 6%	5 4%	15 8%	19 8%	21 8%	22 12%K	7 4%

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 : 14th-15 January 2015

Absolutes/col percents

Table 18
Q.6 How favourable or unfavourable are you to each of the following?
Ed Balls
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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Favourable	249 12%	153 15% ^b	96 9%	14 6%	38 12%	45 12%	46 13% ^c	47 16% ^c	58 14% ^c	75 14% ^k	65 11%	35 8%	74 16% ^k	233 13%	58 11%	57 11%	81 16% ^{nq}	36 12%	16 9%
Unfavourable	1030 51%	561 57% ^b	470 46%	92 37%	140 43%	187 48% ^c	175 51% ^c	170 56% ^{cd}	266 63% ^{cde}	314 58% ^{jl}	275 47%	215 51%	227 49%	933 50%	280 55% ^o	281 53% ^o	217 42%	156 53% ^o	97 56% ^o
Neither	574 28%	225 23%	349 34% ^a	87 35% ^{gh}	116 36% ^{gh}	120 31% ^{gh}	99 29% ^h	71 23%	82 19%	122 22%	185 31% ⁱ	145 34% ⁱ	123 26%	524 28%	131 26%	157 29%	155 30%	80 28%	50 29%
Don't know	170 8%	53 5%	117 11% ^a	53 21% ^{def}	31 10% ^{gh}	34 9% ^{gh}	24 7%	13 4%	16 4%	35 6%	63 11% ⁱ	29 7%	44 9%	160 9%	44 9%	37 7%	59 12% ⁿ	20 7%	11 6%

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 : 14th-15 January 2015

Absolutes/col percents

Table 18
Q.6 How favourable or unfavourable are you to each of the following?
Ed Balls
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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Favourable	249 12%	14 3%	190 36%acdef	18 14%adf	8 2%	8 9%ad	1 1%	-	-	-	14 4%	21 4%	154 33%jl	45 12%j
Unfavourable	1030 51%	369 73%bc	124 23%	71 57%b	229 69%bc	61 62%b	49 82%bce	1 47%	4 67%	9 85%	98 30%	436 75%kl	136 29%	186 51%k
Neither	574 28%	104 21%	178 34%adf	29 23%	76 23%	23 23%	10 16%	1 53%	1 18%	2 15%	138 43%	106 18%	144 31%j	109 30%j
Don't know	170 8%	18 4%	38 7%a	7 5%	20 6%	5 5%	1 1%	-	1 15%	-	72 22%	17 3%	32 7%j	25 7%j

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 : 14th-15 January 2015

Absolutes/col percents

Table 18
Q.6 How favourable or unfavourable are you to each of the following?
Ed Balls
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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Favourable	249 12%	16 3%	178 33%acdfgjk	17 12%adfk	- -	1 24%	3 2%	9 14%adfk	- -	4 12%	5 11%adf	17 4%
Unfavourable	1030 51%	418 74%bcgjk	144 27%	80 56%bk	41 69%bk	2 76%	129 70%bcjk	35 56%bk	5 82%	18 58%	21 47%b	137 36%b
Neither	574 28%	118 21%	176 33%a	36 25%	15 25%	- -	44 24%	16 26%	1 18%	8 25%	11 24%	149 39%acf
Don't know	170 8%	15 3%	42 8%a	10 7%a	3 5%	- -	9 5%	3 5%	- -	2 5%	8 18%abcf	79 21%abcd g

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 : 14th-15 January 2015

Absolutes/col percents

Table 18
Q.6 How favourable or unfavourable are you to each of the following?
Ed Balls
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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Favourable	249 12%	16 9%	16 17%	33 14%	32 18%AI	23 12%	17 16%	19 10%	36 14%	22 9%	19 10%	15 10%
Unfavourable	1030 51%	97 56%BD	28 30%	114 48%B	74 41%	98 52%B	54 50%B	97 51%B	135 53%BD	145 56%BD	102 55%BD	87 56%BD
Neither	574 28%	50 29%	37 40%CHJ	60 25%	57 32%	56 30%	33 31%	55 29%	61 24%	70 27%	47 26%	46 29%
Don't know	170 8%	11 6%	12 13%F	30 13%EFK	16 9%	11 6%	3 3%	18 10%	22 9%	22 8%	16 9%	8 5%

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 : 14th-15 January 2015

Absolutes/col percents

Table 19

Q.7 Do you agree or disagree with the following statements?

Britain's relationship with the USA should not be so close

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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Agree	586 29%	305 31%	281 27%	65 27%	93 29%	119 31%	97 28%	98 33%	114 27%	169 31%	158 27%	103 24%	157 34% ^{jk}	533 29%	149 29%	155 29%	161 32% ^p	67 23%	53 31%
Disagree	1046 52%	567 57% ^b	479 46%	115 47%	150 46%	199 52%	176 51%	160 53%	245 58% ^{cd}	303 55% ^l	306 52% ^l	228 54% ^l	209 45%	955 52%	260 51%	282 53%	256 50%	158 54%	90 52%
Don't know	391 19%	119 12%	272 26% ^a	65 27% ^{egh}	82 25% ^{egh}	68 18%	71 21%	43 14%	63 15%	74 14%	123 21% ⁱ	92 22% ⁱ	102 22% ⁱ	361 20%	105 20%	96 18%	94 18%	66 23%	30 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 : 14th-15 January 2015

Absolutes/col percents

Table 19

Q.7 Do you agree or disagree with the following statements?**Britain's relationship with the USA should not be so close****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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Agree	586 29%	109 22%	182 34%a	41 33%a	102 31%a	42 43%a	26 43%a	1 53%	1 21%	4 39%	64 20%	141 24%	135 29%	141 39%jk
Disagree	1046 52%	333 66%bcdef	272 51%	63 50%	179 54%	41 42%	27 44%	1 47%	5 79%	5 52%	116 36%	372 64%kl	247 53%l	155 42%
Don't know	391 19%	62 12%	77 15%	21 17%	52 16%	14 15%	7 12%	-	-	1 9%	141 44%	69 12%	86 18%j	70 19%j

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 : 14th-15 January 2015

Absolutes/col percents

Table 19

Q.7 Do you agree or disagree with the following statements?**Britain's relationship with the USA should not be so close****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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Agree	586 29%	123 22%	181 34%ak	55 39%ak	22 37%ak	- -	58 31%ak	31 50%abfk	1 20%	14 46%	19 41%ak	81 21%
Disagree	1046 52%	374 66%bcdfgjk	272 50%jk	63 44%	27 46%	3 100%	96 52%j	27 43%	4 67%	10 32%	13 28%	157 41%
Don't know	391 19%	69 12%	87 16%	25 17%	11 18%	- -	31 17%	4 7%	1 13%	7 22%	14 31%abg	142 37%abcd g

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 : 14th-15 January 2015

Absolutes/col percents

Table 19

Q.7 Do you agree or disagree with the following statements?**Britain's relationship with the USA should not be so close****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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Agree	586 29%	53 31%F	30 32%F	83 35%F	48 27%	52 28%	16 15%	63 33%F	82 32%F	67 26%	51 28%	40 25%
Disagree	1046 52%	90 52%	52 56%	118 50%	86 48%	104 55%	70 65%CDH J	96 51%	122 48%	138 53%	89 48%	81 52%
Don't know	391 19%	30 17%	11 12%	37 15%	46 26%BCG	31 17%	21 20%	29 15%	51 20%	54 21%	45 24%BC	36 23%

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 : 14th-15 January 2015

Absolutes/col percents

Table 20

Q.7 Do you agree or disagree with the following statements?**I am already bored with news about the general election****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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Agree	781 39%	343 35%	438 42% ^a	79 32%	106 33%	141 37%	139 41%	130 43% ^d	186 44% ^{cde}	199 36%	217 37%	164 39%	201 43% ⁱ	711 38%	175 34%	208 39%	196 38%	131 45% ^m	70 40%
Disagree	997 49%	544 55% ^b	453 44%	97 40%	171 53% ^c	193 50%	176 51% ^c	148 49%	212 50%	303 56% ^{kl}	300 51% ^l	199 47%	195 42%	905 49%	257 50%	261 49%	255 50%	133 46%	92 53%
Don't know	245 12%	105 11%	140 14%	69 28% ^{def}	48 15% ^{fgh}	52 13% ^{gh}	29 8%	24 8%	24 6%	44 8%	70 12% ⁱ	61 14% ⁱ	71 15% ⁱ	234 13%	81 16% ^{pq}	64 12%	60 12%	28 9%	11 7%

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 : 14th-15 January 2015

Absolutes/col percents

Table 20

Q.7 Do you agree or disagree with the following statements?**I am already bored with news about the general election****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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Agree	781 39%	176 35%	191 36%	51 41%	133 40%	31 32%	23 38%	1 53%	1 23%	5 45%	133 41%	209 36%	169 36%	139 38%
Disagree	997 49%	285 56%	290 55%	62 50%	169 51%	57 59%	36 60%	1 47%	4 67%	6 55%	98 31%	330 57%	242 52%	198 54%
Don't know	245 12%	44 9%	49 9%	11 9%	31 9%	8 9%	1 2%	- -	1 11%	- -	89 28%	42 7%	56 12%j	29 8%

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 : 14th-15 January 2015

Absolutes/col percents

Table 20

Q.7 Do you agree or disagree with the following statements?**I am already bored with news about the general election****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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Agree	781 39%	191 34%	212 39%	54 37%	27 45%	- -	67 36%	21 33%	1 20%	17 55%	17 38%	174 46%a
Disagree	997 49%	330 58%bjk	271 50%k	71 49%k	30 50%k	3 100%	94 51%k	39 62%jk	4 70%	11 36%	17 37%	127 33%
Don't know	245 12%	45 8%	57 11%	19 13%	3 5%	- -	24 13%	3 5%	1 10%	3 9%	11 25%abdg	79 21%abdg

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 : 14th-15 January 2015

Absolutes/col percents

Table 20

Q.7 Do you agree or disagree with the following statements?

I am already bored with news about the general election

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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Agree	781 39%	70 40%	29 31%	89 37%	79 44% ^H	77 41%	49 46% ^H	68 36%	79 31%	96 37%	82 45% ^H	63 40%
Disagree	997 49%	92 53%	49 53%	126 53%	79 44%	96 51%	49 46%	94 50%	130 51%	127 49%	84 45%	71 45%
Don't know	245 12%	11 7%	15 16% ^A	23 10%	22 12%	15 8%	9 8%	27 14% ^A	45 18% ^{ACE}	36 14% ^A	19 10%	23 14% ^A

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 : 14th-15 January 2015

Absolutes/col percents

Table 21

Q.7 Do you agree or disagree with the following statements?**I have never had a political party knock on my door or call my telephone****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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Agree	849 42%	414 42%	435 42%	129 53% ^{efg} h	156 48% ^h	154 40%	135 39%	124 41%	150 36%	245 45%	252 43%	166 39%	186 40%	775 42%	192 37%	226 42%	230 45% ^m	127 44%	74 43%
Disagree	1038 51%	521 53%	517 50%	75 31%	128 39%	203 53% ^{cd}	198 58% ^{cd}	173 57% ^{cd}	260 62% ^{cde}	279 51%	301 51%	218 52%	240 52%	943 51%	275 54%	279 52%	241 47%	149 51%	95 55%
Don't know	136 7%	56 6%	80 8%	40 17% ^{efg} h	41 13% ^{efgh}	28 7% ^{fgh}	11 3%	5 2%	11 3%	21 4%	35 6%	39 9% ⁱ	40 9% ⁱ	131 7%	47 9% ^{nq}	28 5%	40 8% ^q	16 6%	5 3%

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 : 14th-15 January 2015

Absolutes/col percents

Table 21

Q.7 Do you agree or disagree with the following statements?**I have never had a political party knock on my door or call my telephone****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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Agree	849 42%	201 40%	229 43%	47 38%	142 43%	51 52%a	23 38%	1 53%	2 42%	1 13%	139 43%	227 39%	183 39%	152 42%
Disagree	1038 51%	293 58%	275 52%	71 57%	178 53%	45 47%	37 61%	1 47%	4 58%	9 87%	119 37%	340 58%	251 54%	197 54%
Don't know	136 7%	10 2%	26 5%a	6 5%	13 4%	1 1%	1 1%	- -	- -	- -	63 20%	14 2%	32 7%j	16 4%

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 : 14th-15 January 2015

Absolutes/col percents

Table 21

Q.7 Do you agree or disagree with the following statements?**I have never had a political party knock on my door or call my telephone****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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Agree	849 42%	226 40%	221 41%	48 34%	25 42%	-	79 43%	36 58%abc	2 38%	19 61%	16 36%	175 46% ^c
Disagree	1038 51%	330 58%gk	285 53%k	84 59%gk	34 57%k	3 100%	97 53%k	26 41%	4 62%	9 29%	20 43%	146 38%
Don't know	136 7%	10 2%	34 6%a	11 8%a	1 1%	-	8 4%	1 1%	-	3 11%	9 21%abcdfg	59 16%abcdg

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 : 14th-15 January 2015

Absolutes/col percents

Table 21

Q.7 Do you agree or disagree with the following statements?**I have never had a political party knock on my door or call my telephone****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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Agree	849 42%	74 43%	50 54% I	104 44%	75 42%	88 47%	38 36%	66 35%	94 37%	97 38%	89 48% GH	73 46%
Disagree	1038 51%	95 55% B	37 39%	120 50%	85 47%	95 50%	67 62% BJK	114 60% BDJ K	133 52%	141 55% B	82 44%	70 45%
Don't know	136 7%	5 3%	6 6%	14 6%	20 11% AEF	5 3%	2 2%	9 5%	27 11% AEF	20 8%	14 7%	14 9% AE

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 : 14th-15 January 2015

Absolutes/col percents

Table 22

Q.7 Do you agree or disagree with the following statements?**I have definitely decided how I will vote in the general election****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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Agree	1070 53%	583 59% ^b	487 47%	81 33%	136 42%	197 51% ^{cd}	197 57% ^{cd}	188 62% ^{cde}	272 65% ^{cde}	290 53%	294 50%	204 48%	282 60% ^{ijkl}	959 52%	259 51%	254 48%	281 55% ⁿ	165 57% ⁿ	111 64% ^{mn}
Disagree	654 32%	275 28%	380 37% ^a	90 37% ^h	134 41% ^{fgh}	131 34% ^h	110 32% ^h	86 29%	103 25%	193 35% ^l	209 36% ^l	133 31%	120 26%	603 33%	167 33%	200 37% ^o	144 28%	92 32%	51 30%
Don't know	299 15%	134 13%	165 16%	74 30% ^{def} gh	56 17% ^{fgh}	57 15% ^g	37 11%	28 9%	46 11%	62 11%	85 14%	87 21% ^{il}	65 14%	287 16%	87 17% ^q	80 15% ^q	86 17% ^q	35 12%	12 7%

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 : 14th-15 January 2015

Absolutes/col percents

Table 22

Q.7 Do you agree or disagree with the following statements?
I have definitely decided how I will vote in the general election

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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Agree	1070 53%	324 64%ce	335 63%ce	58 46%	188 56%e	38 40%	52 87%abcde	-	6 92%	5 51%	34 11%	351 60%l	307 66%l	159 44%
Disagree	654 32%	132 26%f	134 25%f	51 41%abf	98 30%f	49 51%abdf	5 8%	1 100%	1 8%	3 32%	201 63%	169 29%k	99 21%	157 43%jk
Don't know	299 15%	48 10%	62 12%	16 13%	46 14%	9 10%	3 5%	-	-	2 18%	85 27%	62 11%	61 13%	49 13%

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 : 14th-15 January 2015

Absolutes/col percents

Table 22

Q.7 Do you agree or disagree with the following statements?
I have definitely decided how I will vote in the general election

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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Agree	1070 53%	350 62% <i>cjk</i>	336 62% <i>cjk</i>	58 40% <i>k</i>	49 82% <i>abcgjk</i>	2 80%	133 72% <i>abcjk</i>	38 61% <i>cjk</i>	6 92%	19 61%	11 23%	68 18%
Disagree	654 32%	158 28% <i>df</i>	128 24%	64 45% <i>abdf</i>	7 11%	1 20%	32 17%	22 35% <i>df</i>	1 8%	7 23%	23 51% <i>abdf</i>	212 56% <i>abcdfg</i>
Don't know	299 15%	58 10%	75 14%	21 15%	4 7%	-	19 10%	3 5%	-	5 16%	12 26% <i>adfg</i>	101 26% <i>abcdfg</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 : 14th-15 January 2015

Absolutes/col percents

Table 22

Q.7 Do you agree or disagree with the following statements?**I have definitely decided how I will vote in the general election****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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Agree	1070 53%	111 64%DGI K	57 62%DGI	140 59%DGI	84 47%	101 54%	60 56%	78 41%	141 55%G	119 46%	105 57%G	75 48%
Disagree	654 32%	51 30%	22 24%	70 29%	52 29%	72 38%B	39 36%	73 38%B	73 29%	94 36%	53 29%	55 35%
Don't know	299 15%	12 7%	13 14%	29 12%	44 24%ACEF J	15 8%	8 7%	38 20%AEF	41 16%AE	46 18%AE	27 14%A	27 17%AE

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 : 14th-15 January 2015

Absolutes/col percents

Table 23

Q.7 Do you agree or disagree with the following statements?**I may still change my mind about who to vote for in the general election****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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Agree	735 36%	350 35%	386 37%	105 43% ^{gh}	132 41% ^{gh}	153 40% ^{gh}	139 40% ^{gh}	87 29%	120 28%	219 40% ^l	224 38% ^l	166 39% ^l	126 27%	680 37%	183 36%	226 42% ^{opq}	173 34%	99 34%	55 32%
Disagree	984 49%	533 54% ^b	452 44%	63 26%	132 40% ^c	175 45% ^c	171 50% ^{cd}	183 61% ^{cde}	262 62% ^{cde}	267 49%	279 47%	177 42%	262 56% ^{ijkl}	886 48%	244 47%	230 43%	250 49%	162 55% ⁿ	99 57% ⁿ
Don't know	303 15%	109 11%	195 19% ^a	77 31% ^{def}	62 19% ^{fgh}	58 15% ^h	35 10%	32 11%	40 9%	59 11%	84 14%	81 19% ⁱ	80 17% ⁱ	284 15%	87 17%	77 14%	88 17% ^p	32 11%	20 11%

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 : 14th-15 January 2015

Absolutes/col percents

Table 23

Q.7 Do you agree or disagree with the following statements?
I may still change my mind about who to vote for in the general election
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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Agree	735 36%	166 33%f	182 34%f	66 53%abdf	125 38%f	52 53%abdf	7 11%	1 100%	1 8%	3 32%	164 51%	208 36%	140 30%	187 51%jk
Disagree	984 49%	292 58%ce	297 56%ce	46 37%	166 50%c	38 39%	51 85%abcde	-	6 92%	5 51%	44 14%	318 55%l	266 57%l	144 39%
Don't know	303 15%	47 9%	52 10%	12 10%	41 12%	8 8%	2 4%	-	-	2 18%	113 35%	55 10%	61 13%	35 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 : 14th-15 January 2015

Absolutes/col percents

Table 23

Q.7 Do you agree or disagree with the following statements?
I may still change my mind about who to vote for in the general election
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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Agree	735 36%	200 35%df	185 34%df	75 53%abdfg	10 17%	1 20%	34 19%	20 31%	1 8%	8 26%	19 43%df	183 48%abdfg
Disagree	984 49%	318 56%cjk	291 54%cjk	51 36%k	48 81%abcgjk	1 24%	133 72%abcjk	38 60%cjk	6 92%	18 58%	10 21%	71 19%
Don't know	303 15%	49 9%	64 12%	17 12%	1 2%	2 56%	17 9%	6 9%	-	5 15%	16 36%abcdfg	127 33%abcdfg

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 : 14th-15 January 2015

Absolutes/col percents

Table 23

Q.7 Do you agree or disagree with the following statements?**I may still change my mind about who to vote for in the general election****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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Agree	735 36%	55 32%	34 36%	72 30%	68 38%	68 36%	37 34%	95 50%ACD EFHIJ	84 33%	99 38%	62 34%	63 40%
Disagree	984 49%	99 57%DGI K	44 48%	132 56%DGK	73 41%	92 49%	63 58%DG	71 37%	126 49%G	118 46%	99 54%DG	67 43%
Don't know	303 15%	20 11%	15 16%	34 14%	39 22%AFG J	27 15%	8 8%	23 12%	45 18%	42 16%	23 13%	26 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 : 14th-15 January 2015

Absolutes/col percents

Table 24

Q.7 Do you agree or disagree with the following statements?**The Conservatives want to dismantle the NHS if they win the general election****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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Agree	827 41%	425 43%	401 39%	85 35%	142 43%	165 43%	159 46%ch	121 40%	156 37%	186 34%	226 38%	176 42%	239 51%ijk	733 40%	177 34%	209 39%	223 44%m	123 42%	94 54%mnop
Disagree	627 31%	365 37%b	262 25%	48 20%	73 22%	98 25%	101 29%	114 38%cde f	193 46%cde f	229 42%jkl	190 32%l	114 27%	93 20%	593 32%	173 34%q	173 32%q	155 30%q	93 32%q	34 20%
Don't know	569 28%	201 20%	368 36%a	112 46%def gh	111 34%fgh	123 32%fgh	84 25%h	67 22%	73 17%	130 24%	171 29%	133 31%i	135 29%	523 28%	163 32%	151 28%	133 26%	75 26%	46 27%

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 : 14th-15 January 2015

Absolutes/col percents

Table 24

Q.7 Do you agree or disagree with the following statements?**The Conservatives want to dismantle the NHS if they win the general election****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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Agree	827 41%	33 6%	389 73%acd	47 38%a	143 43%a	66 68%acd	48 81%acd	1 53%	1 22%	7 70%	74 23%	64 11%	310 66%jl	208 57%j
Disagree	627 31%	354 70%bcdef	55 10%	41 33%bef	115 34%bef	9 10%	2 3%	1 47%	* 8%	3 25%	51 16%	387 67%kl	62 13%	78 21%k
Don't know	569 28%	117 23%b	87 16%	36 29%b	75 22%	22 22%	9 16%	- -	4 70%	* 5%	196 61%	130 22%	95 20%	80 22%

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 : 14th-15 January 2015

Absolutes/col percents

Table 24

Q.7 Do you agree or disagree with the following statements?**The Conservatives want to dismantle the NHS if they win the general election****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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Agree	827 41%	43 8%	375 69%acfjk	64 45%ak	49 82%acfjk	-	90 49%ak	45 71%acfjk	2 34%	19 60%	16 36%a	124 32%a
Disagree	627 31%	405 72%bcdfgijk	61 11%	49 34%bdgjk	2 3%	1 44%	45 24%bdgk	5 7%	1 13%	5 15%	7 15%	48 12%
Don't know	569 28%	118 21%	103 19%	31 22%	9 15%	2 56%	49 27%	14 22%	3 53%	8 25%	23 50%abcdfg	210 55%abcdfg

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 : 14th-15 January 2015

Absolutes/col percents

Table 24

Q.7 Do you agree or disagree with the following statements?**The Conservatives want to dismantle the NHS if they win the general election****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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Agree	827 41%	94 54% HIJK	54 58% HIJK	97 41%	72 40%	86 46% IK	47 44%	72 38%	93 37%	83 32%	76 41%	51 33%
Disagree	627 31%	34 20%	17 19%	85 36% AB	52 29%	57 31% A	33 30%	64 34% AB	84 33% AB	89 34% AB	60 33% AB	51 33% AB
Don't know	569 28%	46 27%	22 24%	56 23%	56 31%	44 24%	27 25%	53 28%	77 30%	86 33% C	48 26%	54 34% C

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 : 14th-15 January 2015

Absolutes/col percents

Table 25

Q.7 Do you agree or disagree with the following statements?

A Labour government would lead to economic chaos

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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Agree	847 42%	440 44%	406 39%	85 35%	93 29%	151 39% ^d	137 40% ^d	141 47% ^{cd}	240 57% ^{cde fg}	266 49% ^{ij}	237 40%	176 41%	168 36%	785 42%	226 44% ^o	243 46% ^{oq}	189 37%	128 44%	61 35%
Disagree	610 30%	335 34% ^b	276 27%	63 26%	117 36% ^h	116 30%	112 33% ^h	97 32%	106 25%	161 29%	178 30%	117 28%	154 33%	551 30%	131 25%	148 28%	180 35% ^{mn}	93 32%	59 34% ^m
Don't know	566 28%	216 22%	350 34% ^a	97 40% ^{fgh}	115 35% ^{gh}	118 31% ^{gh}	95 28% ^h	64 21%	76 18%	119 22%	172 29% ⁱ	131 31% ⁱ	144 31% ⁱ	513 28%	157 31%	142 27%	142 28%	71 24%	53 31%

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 : 14th-15 January 2015

Absolutes/col percents

Table 25

Q.7 Do you agree or disagree with the following statements?

A Labour government would lead to economic chaos

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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Agree	847 42%	416 82%bcdef	52 10%	58 46%be	211 63%bcef	21 22%b	22 37%b	1 47%	3 54%	4 35%	61 19%	476 82%kl	73 16%	114 31%k
Disagree	610 30%	33 7%	389 73%acdef	28 23%ad	41 12%a	39 40%acd	18 30%ad	1 53%	1 21%	4 42%	46 14%	40 7%	293 63%jl	136 37%j
Don't know	566 28%	55 11%	90 17%a	39 31%ab	80 24%ab	37 38%abd	20 33%ab	-	2 25%	2 23%	214 67%	65 11%	101 22%j	115 31%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 : 14th-15 January 2015

Absolutes/col percents

Table 25

Q.7 Do you agree or disagree with the following statements?

A Labour government would lead to economic chaos

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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Agree	847 42%	466 82%bcdgjk	61 11%	57 40%bgjk	24 40%bgk	1 20%	112 61%bcdgjk	10 16%	4 70%	7 24%	9 19%	95 25%b
Disagree	610 30%	39 7%	362 67%acdfgjk	44 31%afk	21 35%afk	-	33 18%a	32 50%acfjk	1 20%	10 32%	11 25%a	57 15%a
Don't know	566 28%	61 11%	116 22%a	42 29%a	15 25%a	2 80%	39 21%a	21 34%a	1 10%	14 44%	26 56%abcdfg	229 60%abcd g

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 : 14th-15 January 2015

Absolutes/col percents

Table 25

Q.7 Do you agree or disagree with the following statements?**A Labour government would lead to economic chaos****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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Agree	847 42%	61 35%	24 26%	106 44%BD	60 33%	78 42%B	47 44%B	92 49%ABD	107 42%B	119 46%ABD	81 44%B	72 46%BD
Disagree	610 30%	59 34%l	43 46%CEG HIJK	71 30%	65 36%IK	58 31%	41 39%IK	53 28%	75 29%	56 22%	51 28%	37 24%
Don't know	566 28%	53 31%	26 28%	61 26%	55 31%	51 27%	19 17%	44 23%	73 29%	84 32%F	53 29%	47 30%

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 : 14th-15 January 2015

Absolutes/col percents

Table 26

Q.7 Do you agree or disagree with the following statements?**Ed Miliband is using the issue of the NHS for his political advantage, not because he cares about it****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	2023	941	1082	156	309	431	367	326	434	779	532	262	450	1837	544	512	518	263	186
Weighted base	2023	991	1032	245	325	385	344	302	421	545	587	424	467	1850	513	533	511	292	173
Agree	982 49%	514 52% ^b	469 45%	107 44%	136 42%	173 45%	150 44%	162 54% ^{def}	253 60% ^{cde}	290 53% ^l	289 49%	206 49%	197 42%	903 49%	262 51% ^o	273 51% ^o	221 43%	147 50%	79 46%
Disagree	521 26%	292 29% ^b	229 22%	45 18%	76 23%	109 28% ^c	105 30% ^{ch}	87 29% ^c	98 23%	136 25%	156 27% ^k	82 19%	147 32% ^{lik}	479 26%	121 24%	131 25%	153 30% ^m	75 26%	42 24%
Don't know	520 26%	185 19%	335 32% ^a	92 38% ^{efg}	113 35% ^{fgh}	104 27% ^{gh}	89 26% ^{gh}	52 17%	70 17%	120 22%	142 24%	135 32% ^{ij}	123 26%	467 25%	130 25%	130 24%	137 27%	71 24%	53 30%

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 : 14th-15 January 2015

Absolutes/col percents

Table 26

Q.7 Do you agree or disagree with the following statements?**Ed Miliband is using the issue of the NHS for his political advantage, not because he cares about it****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	2023	530	532	123	311	107	63	2	7	11	315	607	459	377
Weighted base	2023	504	531	125*	333	97*	60*	1**	6**	10**	321	581	467	366
Agree	982 49%	373 74%bcef	100 19%	68 54%b	249 75%bcef	45 46%b	35 59%b	-	4 67%	4 40%	91 29%	446 77%kl	114 24%	159 44%k
Disagree	521 26%	50 10%	324 61%acdef	29 24%ad	32 10%	28 29%ad	13 22%ad	-	* 8%	4 41%	40 12%	54 9%	238 51%jl	124 34%j
Don't know	520 26%	82 16%	107 20%	28 22%	52 16%	24 25%	12 19%	1 100%	2 25%	2 19%	190 59%	82 14%	114 24%j	82 23%j

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 : 14th-15 January 2015

Absolutes/col percents

Table 26

Q.7 Do you agree or disagree with the following statements?**Ed Miliband is using the issue of the NHS for his political advantage, not because he cares about it****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	2023	578	536	156	57	3	167	70	8	33	45	370
Weighted base	2023	566	540	143	60*	3**	185	63*	6**	31**	45*	381
Agree	982 49%	429 76%bcdgjk	118 22%	67 47%bk	37 62%bjk	-	134 72%bcgjk	28 44%b	5 82%	12 39%	16 35%	136 36%b
Disagree	521 26%	52 9%	304 56%acdfgjk	44 30%afk	12 20%a	1 24%	22 12%	21 34%afk	* 7%	10 33%	10 23%a	44 12%
Don't know	520 26%	85 15%	117 22%a	32 23%a	11 19%	2 76%	29 16%	14 23%	1 10%	8 27%	19 42%abcdef	201 53%abcdef 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 : 14th-15 January 2015

Absolutes/col percents

Table 26

Q.7 Do you agree or disagree with the following statements?**Ed Miliband is using the issue of the NHS for his political advantage, not because he cares about it****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	2023	186	92	241	185	162	81	185	254	290	182	165
Weighted base	2023	173	93*	238	180	188	107*	189	255	259	185	157
Agree	982 49%	79 46%	29 32%	121 51%BD	71 39%	99 53%BD	54 50%B	94 50%B	118 46%B	144 56%BD	93 50%B	80 51%B
Disagree	521 26%	42 24%	37 40%ACG HIJK	61 25%	55 31%I	51 27%	33 31%	43 23%	67 26%	54 21%	41 22%	37 23%
Don't know	520 26%	53 30%	27 29%	56 24%	54 30%	38 20%	20 19%	52 27%	69 27%	61 24%	50 27%	40 26%

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**