

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote if there was another general election?

Base: All respondents

	Gender			Age						Class				Region					NET: Eng-land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land		
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864	
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861	
Absolutely certain to vote	(10)	512 51%	248 51%	264 52%	36 30%	67 39%	79 47%	99 56%	84 56%	148 68%	162 61%	132 47%	98 45%	120 51%	140 52%	116 45%	129 54%	69 49%	59 66%	424 49%
	(9)	67 7%	32 7%	35 7%	8 6%	9 5%	15 9%	13 7%	10 7%	12 6%	25 9%	21 8%	17 8%	4 2%	22 8%	24 9%	11 4%	4 3%	6 6%	61 7%
	(8)	78 8%	35 7%	44 9%	7 6%	20 11%	14 8%	14 8%	11 7%	13 6%	23 9%	26 9%	12 6%	17 7%	25 9%	18 7%	18 8%	13 9%	4 4%	72 8%
	(7)	54 5%	31 6%	23 5%	11 9%	17 10%	7 4%	11 6%	5 3%	4 2%	11 4%	13 5%	15 7%	16 7%	14 5%	13 5%	9 4%	11 8%	7 8%	43 5%
	(6)	28 3%	16 3%	12 2%	3 3%	5 3%	7 4%	3 2%	4 2%	6 3%	6 2%	7 2%	10 4%	6 2%	7 2%	8 3%	2 1%	10 7%	2 2%	23 3%
	(5)	90 9%	35 7%	55 11%	21 18%	20 12%	17 10%	5 3%	14 10%	12 5%	18 7%	26 9%	17 8%	28 12%	22 8%	21 8%	26 11%	16 12%	4 4%	77 9%
	(4)	15 2%	10 2%	5 1%	5 4%	2 1%	2 1%	3 2%	3 2%	1 *	5 2%	8 3%	- -	2 1%	7 3%	6 2%	1 *	1 1%	- -	15 2%
	(3)	28 3%	15 3%	14 3%	7 6%	8 5%	8 5%	5 3%	- -	- -	4 1%	12 4%	8 4%	5 2%	1 *	15 6%	10 4%	1 1%	2 2%	27 3%
	(2)	12 1%	7 2%	5 1%	1 1%	3 2%	3 2%	2 1%	1 1%	2 1%	3 1%	3 1%	4 2%	3 1%	3 1%	2 1%	4 3%	- -	12 1%	
Definitely would not vote	(1)	108 11%	57 12%	52 10%	16 14%	20 12%	16 10%	22 12%	17 12%	16 7%	11 4%	28 10%	38 18%	31 13%	26 10%	36 14%	29 12%	11 8%	7 7%	100 12%
Refused		2 *	2 *	- -	2 1%	- -	- -	1 *	- -	- -	1 *	2 1%	- -	- -	1 *	- -	2 1%	- -	- -	2 *
Don't know		5 1%	1 *	4 1%	2 2%	- -	- -	- -	- -	3 2%	- -	- -	- -	5 2%	2 1%	1 *	2 1%	- -	- -	5 1%
Mean		7.67	7.60	7.75	6.44	7.12	7.53	7.87	7.89	8.59	8.55	7.53	7.08	7.40	7.89	7.22	7.62	7.66	8.53	7.56
Standard deviation		3.12	3.19	3.06	3.23	3.15	3.11	3.19	3.11	2.70	2.43	3.13	3.48	3.29	2.97	3.35	3.26	2.91	2.66	3.19
Standard error		0.10	0.15	0.13	0.35	0.24	0.24	0.23	0.24	0.18	0.12	0.20	0.29	0.22	0.18	0.21	0.21	0.25	0.29	0.11

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		Voting Intention					Swing	Vote in 2010			VI Conviction (Q4)		
		Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Swing Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base		1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base		1001	204	213	54	111	236	514	219	183	139	314	343
Absolutely certain to vote	(10)	512	134	128	25	68	112	236	156	128	87	229	171
		51%	66%	60%	46%	61%	48%	46%	71%	70%	63%	73%	50%
	(9)	67	20	17	6	5	15	45	16	11	16	18	34
		7%	10%	8%	11%	5%	6%	9%	7%	6%	12%	6%	10%
	(8)	78	13	17	6	8	26	59	16	14	15	15	38
		8%	6%	8%	12%	7%	11%	11%	7%	8%	11%	5%	11%
	(7)	54	9	18	6	7	12	41	6	7	10	13	30
		5%	4%	8%	11%	6%	5%	8%	3%	4%	7%	4%	9%
	(6)	28	5	6	3	1	10	22	5	3	2	6	12
		3%	3%	3%	6%	1%	4%	4%	2%	1%	1%	2%	3%
	(5)	90	15	18	6	12	32	66	10	9	7	21	37
		9%	7%	9%	11%	11%	14%	13%	5%	5%	5%	7%	11%
	(4)	15	2	3	-	1	7	14	3	2	-	1	8
		2%	1%	1%	-	*	3%	3%	2%	1%	-	*	2%
	(3)	28	6	5	2	8	7	17	2	-	-	9	13
		3%	3%	2%	3%	8%	3%	3%	1%	-	-	3%	4%
	(2)	12	*	2	-	1	8	9	3	2	-	3	2
		1%	*	1%	-	1%	3%	2%	1%	1%	-	1%	*
Definitely would not vote	(1)	108	-	-	-	-	-	-	2	5	-	-	-
		11%	-	-	-	-	-	-	1%	3%	-	-	-
Refused		2	-	-	-	-	2	-	-	-	-	-	-
		*	-	-	-	-	1%	-	-	-	-	-	-
Don't know		5	-	-	-	-	5	-	2	1	-	-	-
		1%	-	-	-	-	2%	1%	-	1%	1%	-	-
Mean		7.67	8.91	8.66	8.33	8.40	8.01	8.08	9.05	8.97	9.13	9.04	8.31
Standard deviation		3.12	1.90	2.04	1.99	2.41	2.46	2.30	1.91	2.09	1.41	1.92	2.16
Standard error		0.10	0.13	0.14	0.28	0.23	0.16	0.10	0.12	0.15	0.13	0.11	0.12

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Absolutes/col percents

Table 2

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents

	Gender			Age						Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
Conservative	204 20%	105 22%	99 19%	19 16%	28 16%	29 17%	35 20%	36 24%	58 27%	68 26%	60 21%	38 17%	38 16%	67 25%	61 23%	40 17%	27 19%	10 11%	185 22%
Labour	213 21%	104 21%	109 21%	30 25%	52 30%	42 25%	32 18%	27 18%	30 14%	62 23%	65 23%	26 12%	59 25%	67 25%	40 16%	52 22%	26 19%	26 29%	176 20%
Liberal Democrat	54 5%	26 5%	28 6%	5 4%	10 6%	9 5%	11 6%	9 6%	11 5%	17 6%	16 6%	13 6%	9 4%	17 6%	13 5%	15 6%	8 5%	2 2%	51 6%
SNP	17 2%	10 2%	7 1%	2 2%	1 1%	2 1%	3 2%	4 3%	5 2%	7 2%	5 2%	3 2%	3 1%	-	-	-	-	17 19%	-
Plaid Cymru	1 *	1 *	-	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	1 1%	-	-
The UK Independence Party	111 11%	65 13%	47 9%	6 5%	15 9%	20 12%	29 16%	10 7%	32 15%	25 9%	25 9%	29 13%	33 14%	30 11%	34 13%	26 11%	19 14%	3 3%	97 11%
The Green Party	36 4%	15 3%	21 4%	7 6%	10 6%	7 4%	5 3%	2 2%	4 2%	10 4%	9 3%	11 5%	7 3%	6 2%	11 4%	9 4%	8 5%	3 3%	29 3%
The British National Party	6 1%	4 1%	1 *	2 1%	2 1%	1 1%	-	1 *	-	1 *	-	1 1%	4 2%	2 1%	1 *	1 1%	1 1%	-	6 1%
Another party	14 1%	4 1%	10 2%	-	1 *	2 1%	3 2%	4 2%	5 2%	1 *	4 1%	2 1%	7 3%	3 1%	6 2%	2 1%	2 2%	1 1%	12 1%
Would not vote	108 11%	57 12%	52 10%	16 14%	20 12%	16 10%	22 12%	17 12%	16 7%	11 4%	28 10%	38 18%	31 13%	26 10%	36 14%	29 12%	11 8%	7 7%	100 12%
Refused	65 6%	34 7%	31 6%	6 5%	6 4%	8 5%	11 6%	10 7%	23 11%	19 7%	22 8%	13 6%	12 5%	17 6%	14 5%	17 7%	9 7%	8 9%	53 6%
Don't know	171 17%	63 13%	108 21%	27 22%	26 15%	31 19%	26 15%	29 19%	32 15%	48 18%	45 16%	45 20%	34 14%	36 13%	44 17%	48 20%	29 20%	13 15%	152 18%

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	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
Conservative	204 20%	204 100%	-	-	-	-	107 21%	137 63%	6 4%	16 12%	97 31%	107 31%
Labour	213 21%	-	213 100%	-	-	-	101 20%	7 3%	111 61%	35 25%	112 36%	101 29%
Liberal Democrat	54 5%	-	-	54 100%	-	-	33 6%	2 1%	3 2%	34 24%	21 7%	33 10%
SNP	17 2%	-	-	-	-	-	7 1%	-	1 1%	-	10 3%	7 2%
Plaid Cymru	1 *	-	-	-	-	-	-	-	-	-	1 *	-
The UK Independence Party	111 11%	-	-	-	111 100%	-	53 10%	28 13%	22 12%	11 8%	58 19%	53 15%
The Green Party	36 4%	-	-	-	-	-	29 6%	1 1%	7 4%	13 9%	8 2%	29 8%
The British National Party	6 1%	-	-	-	-	-	3 1%	-	1 1%	-	2 1%	3 1%
Another party	14 1%	-	-	-	-	-	10 2%	4 2%	2 1%	-	3 1%	10 3%
Would not vote	108 11%	-	-	-	-	-	-	2 1%	5 3%	-	-	-
Refused	65 6%	-	-	-	-	65 28%	-	7 3%	3 2%	-	-	-
Don't know	171 17%	-	-	-	-	171 72%	171 33%	29 13%	21 11%	31 22%	-	-

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Table 3

Q.1 Many people currently say that they probably won't vote at all, while others say they would definitely vote.

How likely are you, personally, to vote at the next election?

Q.2 If there were a general election tomorrow, which party would you vote for?

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Gender			Age						Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	487	244	243	30	79	76	104	79	119	213	109	56	109	140	118	116	64	49	412
Weighted base	465	234	231	38	75	75	90	69	118	146	123	86	110	136	112	107	61	48	391
Conservative	152 33%	76 32%	76 33%	9 24%	21 28%	21 27%	25 28%	26 38%	50 43%	53 36%	41 34%	28 33%	29 27%	48 35%	44 40%	31 29%	20 33%	9 19%	136 35%
Labour	150 32%	72 31%	79 34%	16 41%	31 42%	29 38%	27 30%	24 34%	24 20%	48 33%	43 35%	19 22%	40 37%	47 35%	28 25%	39 36%	16 26%	20 42%	125 32%
Liberal Democrat	36 8%	17 7%	19 8%	3 9%	5 7%	6 9%	7 8%	6 8%	7 6%	13 9%	11 9%	7 8%	5 5%	13 9%	6 6%	10 10%	5 9%	1 2%	34 9%
SNP	14 3%	9 4%	5 2%	1 4%	1 1%	2 3%	3 3%	3 4%	3 3%	5 4%	3 3%	3 3%	2 2%	- -	- -	- -	- -	14 28%	- -
Plaid Cymru	1 *	1 *	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	1 2%	- -	- -
The UK Independence Party	75 16%	46 20%	29 13%	3 8%	7 9%	11 14%	23 25%	6 9%	25 22%	18 12%	17 14%	18 21%	22 20%	20 15%	24 21%	17 16%	13 21%	2 3%	66 17%
The Green Party	25 5%	9 4%	16 7%	4 11%	8 11%	4 6%	4 4%	2 2%	3 3%	8 5%	5 4%	8 10%	4 4%	5 4%	6 5%	7 7%	4 6%	2 5%	20 5%
The British National Party	4 1%	2 1%	1 1%	1 3%	1 2%	1 2%	- *	* -	- *	* -	- -	1 1%	2 2%	1 1%	1 1%	1 1%	1 1%	- -	4 1%
Another party	9 2%	2 1%	7 3%	- -	* *	1 1%	1 1%	3 4%	4 3%	1 1%	3 2%	1 1%	5 4%	2 1%	3 3%	2 2%	2 3%	* *	8 2%

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How likely are you, personally, to vote at the next election?

Q.2 If there were a general election tomorrow, which party would you vote for?

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	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	487	162	163	34	75	-	227	159	139	77	259	227
Weighted base	465	152	150	36	75	-	225	141	123	85	240	225
Conservative	152	152	-	-	-	-	78	110	4	14	74	78
	33%	100%	-	-	-	-	35%	78%	3%	17%	31%	35%
Labour	150	-	150	-	-	-	62	6	91	27	88	62
	32%	-	100%	-	-	-	28%	4%	74%	32%	37%	28%
Liberal Democrat	36	-	-	36	-	-	20	1	2	25	15	20
	8%	-	-	100%	-	-	9%	1%	2%	30%	6%	9%
SNP	14	-	-	-	-	-	6	-	1	-	8	6
	3%	-	-	-	-	-	3%	-	1%	-	3%	3%
Plaid Cymru	1	-	-	-	-	-	-	-	-	-	1	-
	*	-	-	-	-	-	-	-	-	-	*	-
The UK Independence Party	75	-	-	-	75	-	31	19	17	8	44	31
	16%	-	-	-	100%	-	14%	14%	14%	9%	18%	14%
The Green Party	25	-	-	-	-	-	20	1	4	11	5	20
	5%	-	-	-	-	-	9%	1%	3%	13%	2%	9%
The British National Party	4	-	-	-	-	-	2	-	1	-	2	2
	1%	-	-	-	-	-	1%	-	1%	-	1%	1%
Another party	9	-	-	-	-	-	6	3	2	-	3	6
	2%	-	-	-	-	-	3%	2%	2%	-	1%	3%

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Col percents

Table 4
Published voting intention figures

	<u>Total</u>
Conservative	34%
Labour	32%
Liberal Democrat/ Liberal	9%
Scottish National Party/SNP	3%
Plaid Cymru	*
The UK Independence Party	15%
Other	8%

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Absolutes/col percents

Table 5

Q4. The next general election will take place on May 7th 2015 - just under a year from now. When the general election comes, will you definitely vote ... or might you end up voting differently when the time comes?

Base: All naming a party they would vote for tomorrow

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	674	340	334	55	120	112	133	105	149	276	160	80	158	193	169	156	95	61	574
Weighted base	657	335	322	71	118	112	118	92	146	190	183	123	161	192	166	146	92	62	557
Will definitely vote that way	314 48%	179 54%	135 42%	26 37%	45 38%	49 44%	64 54%	43 46%	87 60%	93 49%	73 40%	58 47%	90 56%	102 53%	77 46%	65 44%	43 47%	28 46%	265 48%
Might end up voting differently	343 52%	156 46%	188 58%	45 63%	73 62%	63 56%	54 46%	50 54%	59 40%	98 51%	110 60%	65 53%	71 44%	90 47%	89 54%	82 56%	49 53%	33 54%	292 52%

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Base: All naming a party they would vote for tomorrow

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	674	215	224	51	110	-	341	200	176	96	333	341
Weighted base	657	204	213	54	111	-	343	181	154	108	314	343
Will definitely vote that way	314 48%	97 48%	112 53%	21 39%	58 53%	-	-	93 51%	90 58%	39 36%	314 100%	-
Might end up voting differently	343 52%	107 52%	101 47%	33 61%	53 47%	-	343 100%	88 49%	64 42%	69 64%	-	343 100%

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Table 6

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-David Cameron, the Prime Minister

Base: All respondents

	Gender		Age							Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
NET: Any positive	398	193	205	39	52	57	68	69	112	118	118	80	81	122	101	93	52	30	352
	40%	40%	40%	33%	31%	34%	38%	46%	52%	44%	42%	37%	34%	45%	39%	39%	37%	33%	41%
75 to 100	129	58	72	15	11	15	18	25	45	25	35	32	37	40	32	29	16	12	113
	13%	12%	14%	12%	7%	9%	10%	17%	21%	9%	13%	15%	16%	15%	12%	12%	11%	13%	13%
50 to 74	137	66	71	8	20	21	24	26	39	46	41	23	27	44	35	30	19	8	122
	14%	14%	14%	6%	12%	13%	13%	17%	18%	17%	15%	11%	11%	16%	14%	12%	14%	9%	14%
25 to 49	50	27	24	2	9	7	11	9	12	24	14	7	5	11	14	17	5	3	45
	5%	5%	5%	2%	5%	4%	6%	6%	6%	9%	5%	3%	2%	4%	5%	7%	4%	4%	5%
1 to 24	81	42	39	15	13	14	15	9	16	23	27	18	13	26	19	16	13	6	72
	8%	9%	8%	12%	7%	8%	8%	6%	7%	9%	10%	8%	5%	10%	7%	7%	9%	7%	8%
Neutral	257	119	137	34	54	54	42	29	43	50	74	71	61	55	77	65	41	18	229
	26%	24%	27%	29%	31%	32%	24%	19%	20%	19%	27%	33%	26%	20%	29%	27%	29%	20%	27%
-1 to -24	38	27	11	4	7	7	8	4	8	14	7	6	11	14	9	9	3	2	34
	4%	5%	2%	3%	4%	4%	4%	3%	4%	5%	3%	3%	4%	5%	4%	4%	2%	3%	4%
-25 to -49	29	15	14	6	6	5	4	3	5	8	10	7	4	4	8	4	6	6	23
	3%	3%	3%	5%	3%	3%	2%	2%	2%	3%	4%	3%	2%	2%	3%	2%	5%	7%	3%
-50 to -74	67	33	34	10	13	14	12	7	11	24	12	20	10	21	10	23	7	5	57
	7%	7%	7%	9%	8%	8%	7%	4%	5%	9%	4%	9%	4%	8%	4%	9%	5%	6%	7%
-75 to -100	213	101	112	26	40	31	43	36	37	53	57	34	69	53	55	47	30	28	167
	21%	21%	22%	22%	23%	19%	24%	24%	17%	20%	20%	16%	29%	20%	21%	20%	21%	32%	19%
NET: Any negative	346	176	171	46	65	57	67	51	61	99	86	67	94	93	82	83	47	42	280
	35%	36%	33%	38%	38%	34%	38%	34%	28%	37%	31%	31%	40%	34%	32%	34%	33%	46%	33%
Mean	-3.88	-4.46	-3.33	-10.19	-12.64	-7.34	-8.88	-0.69	11.04	-4.25	-1.65	-0.19	-9.50	0.68	-2.64	-4.69	-5.57	-16.43	-1.37
Standard deviation	61.57	60.27	62.85	60.86	57.60	55.62	61.70	66.23	63.83	59.10	60.07	58.50	68.43	62.49	60.57	60.31	59.97	66.81	60.43
Standard error	1.95	2.76	2.74	6.56	4.44	4.32	4.42	5.11	4.32	3.02	3.88	4.94	4.45	3.81	3.75	3.86	5.05	7.20	2.06

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 6

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-David Cameron, the Prime Minister

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
NET: Any positive	398	174	44	19	30	95	208	165	37	50	147	140
	40%	85%	21%	35%	27%	40%	40%	75%	20%	36%	47%	41%
75 to 100	129	80	10	5	2	24	56	73	11	10	63	37
	13%	39%	5%	9%	2%	10%	11%	33%	6%	7%	20%	11%
50 to 74	137	68	14	5	6	27	70	58	11	16	49	55
	14%	33%	6%	9%	5%	11%	14%	27%	6%	12%	15%	16%
25 to 49	50	15	3	2	12	14	36	20	4	9	9	25
	5%	8%	2%	4%	11%	6%	7%	9%	2%	6%	3%	7%
1 to 24	81	10	17	7	10	30	47	13	11	15	26	22
	8%	5%	8%	13%	9%	13%	9%	6%	6%	11%	8%	7%
Neutral	257	20	52	20	32	74	141	32	40	30	49	89
	26%	10%	24%	36%	29%	31%	27%	14%	22%	22%	16%	26%
-1 to -24	38	3	8	4	2	8	15	8	8	8	12	10
	4%	2%	4%	7%	2%	4%	3%	3%	5%	5%	4%	3%
-25 to -49	29	5	6	1	3	11	22	3	3	8	5	12
	3%	3%	3%	2%	3%	5%	4%	1%	2%	6%	2%	4%
-50 to -74	67	2	23	4	9	16	37	2	24	13	21	24
	7%	1%	11%	8%	9%	7%	7%	1%	13%	9%	7%	7%
-75 to -100	213	-	80	6	34	31	91	10	70	30	80	67
	21%	-	38%	12%	31%	13%	18%	5%	38%	21%	26%	20%
NET: Any negative	346	10	117	16	49	67	165	23	106	59	118	114
	35%	5%	55%	29%	44%	28%	32%	10%	58%	42%	38%	33%
Mean	-3.88	54.41	-34.08	-0.95	-26.54	1.16	-2.36	41.98	-35.76	-11.88	-0.75	-3.00
Standard deviation	61.57	36.23	58.38	48.15	53.90	53.54	57.61	47.46	60.08	57.52	69.29	59.46
Standard error	1.95	2.47	3.90	6.74	5.14	3.54	2.57	3.08	4.16	5.21	3.80	3.22

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 7

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Ed Miliband, the Labour leader

Base: All respondents

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
NET: Any positive	342 34%	161 33%	181 35%	40 34%	53 31%	57 34%	64 36%	58 39%	70 32%	85 32%	105 38%	64 29%	89 38%	111 41%	66 25%	91 38%	42 30%	32 36%	293 34%
75 to 100	71 7%	33 7%	38 7%	8 7%	11 6%	16 9%	12 7%	10 6%	14 7%	13 5%	23 8%	9 4%	26 11%	25 9%	13 5%	15 6%	8 6%	9 10%	58 7%
50 to 74	112 11%	44 9%	68 13%	9 8%	15 9%	17 10%	19 10%	27 18%	26 12%	32 12%	26 9%	27 12%	27 12%	37 14%	15 6%	32 14%	16 11%	11 13%	94 11%
25 to 49	56 6%	25 5%	31 6%	8 6%	11 6%	8 5%	10 6%	9 6%	11 5%	18 7%	21 8%	9 4%	8 3%	15 5%	15 6%	13 5%	7 5%	6 6%	46 5%
1 to 24	104 10%	59 12%	45 9%	15 13%	17 10%	17 10%	23 13%	13 9%	19 9%	22 8%	35 13%	19 9%	28 12%	33 12%	23 9%	31 13%	11 8%	6 7%	95 11%
Neutral	310 31%	137 28%	173 34%	49 41%	64 37%	58 35%	47 27%	35 23%	57 26%	74 28%	85 31%	79 36%	73 31%	71 26%	91 35%	72 30%	45 32%	31 34%	270 31%
-1 to -24	45 5%	28 6%	17 3%	4 4%	4 3%	13 8%	9 5%	6 4%	9 4%	18 7%	11 4%	8 4%	7 3%	8 3%	15 6%	13 5%	4 3%	4 5%	39 5%
-25 to -49	31 3%	18 4%	12 2%	6 5%	4 3%	5 3%	5 3%	9 6%	2 1%	7 3%	13 5%	7 3%	3 1%	3 1%	13 5%	6 2%	6 5%	2 3%	27 3%
-50 to -74	78 8%	48 10%	30 6%	6 5%	12 7%	11 7%	16 9%	14 9%	19 9%	31 11%	20 7%	15 7%	12 5%	21 8%	16 6%	21 9%	14 10%	6 7%	67 8%
-75 to -100	195 19%	96 20%	99 19%	15 12%	33 19%	24 14%	35 20%	27 18%	61 28%	53 20%	45 16%	46 21%	52 22%	56 21%	58 22%	38 16%	30 21%	14 15%	165 19%
NET: Any negative	349 35%	190 39%	159 31%	30 25%	54 31%	53 32%	66 37%	55 37%	90 42%	109 41%	89 32%	76 35%	75 32%	89 33%	102 39%	77 32%	54 38%	27 30%	298 35%
Mean	-8.83	-11.59	-6.19	-2.61	-9.56	-2.29	-10.10	-6.09	-17.56	-12.77	-5.07	-11.55	-6.27	-5.94	-16.32	-4.69	-13.98	1.19	-9.16
Standard deviation	55.12	54.38	55.74	47.43	53.55	52.26	56.05	56.83	59.68	53.78	52.81	53.05	60.80	59.05	52.56	52.47	55.70	53.91	54.41
Standard error	1.74	2.49	2.43	5.11	4.13	4.06	4.01	4.38	4.04	2.74	3.41	4.48	3.95	3.60	3.25	3.36	4.69	5.81	1.85

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 7

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Ed Miliband, the Labour leader

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
NET: Any positive	342 34%	40 20%	146 69%	16 29%	30 27%	75 32%	166 32%	40 18%	115 63%	61 44%	140 45%	111 32%
75 to 100	71 7%	6 3%	43 20%	2 3%	5 4%	7 3%	21 4%	5 2%	38 21%	6 4%	43 14%	17 5%
50 to 74	112 11%	8 4%	55 26%	7 12%	8 7%	26 11%	53 10%	10 5%	45 25%	22 16%	47 15%	36 10%
25 to 49	56 6%	12 6%	20 9%	3 6%	5 5%	10 4%	36 7%	10 5%	11 6%	11 8%	15 5%	29 9%
1 to 24	104 10%	14 7%	28 13%	4 7%	12 10%	32 14%	56 11%	14 6%	20 11%	22 16%	35 11%	29 8%
Neutral	310 31%	46 23%	46 22%	19 35%	26 23%	89 38%	163 32%	46 21%	38 21%	38 28%	65 21%	101 29%
-1 to -24	45 5%	11 6%	4 2%	5 10%	7 7%	9 4%	27 5%	21 10%	2 1%	10 7%	9 3%	20 6%
-25 to -49	31 3%	10 5%	1 1%	4 7%	3 3%	10 4%	23 4%	8 4%	2 1%	9 6%	6 2%	15 4%
-50 to -74	78 8%	34 17%	4 2%	3 6%	13 12%	14 6%	44 9%	31 14%	8 4%	6 4%	26 8%	34 10%
-75 to -100	195 19%	62 30%	12 6%	7 12%	32 29%	39 16%	91 18%	74 34%	18 10%	15 11%	68 22%	63 18%
NET: Any negative	349 35%	118 58%	20 10%	19 35%	56 50%	71 30%	185 36%	133 61%	30 16%	40 29%	109 35%	132 38%
Mean	-8.83	-32.78	31.23	-5.32	-25.62	-9.45	-10.72	-35.24	24.54	1.81	-2.53	-10.74
Standard deviation	55.12	52.66	47.99	44.32	56.60	47.30	50.70	53.49	55.55	46.50	63.58	52.60
Standard error	1.74	3.59	3.21	6.21	5.40	3.13	2.26	3.47	3.84	4.21	3.48	2.85

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 8

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Nick Clegg, the Liberal Democrat leader

Base: All respondents

	Gender		Age							Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
NET: Any positive	256 26%	109 22%	147 29%	18 15%	40 24%	36 22%	45 25%	49 33%	67 31%	66 25%	69 25%	56 26%	64 27%	83 31%	59 23%	61 26%	33 23%	20 23%	228 26%
75 to 100	29 3%	10 2%	19 4%	1 1%	5 3%	1 1%	5 3%	6 4%	10 5%	8 3%	10 4%	1 1%	10 4%	9 3%	9 3%	6 2%	4 3%	1 1%	28 3%
50 to 74	83 8%	31 6%	52 10%	4 3%	9 5%	14 9%	8 5%	21 14%	26 12%	19 7%	20 7%	21 10%	23 10%	31 11%	15 6%	15 6%	14 10%	9 10%	69 8%
25 to 49	58 6%	25 5%	33 7%	3 2%	11 6%	8 5%	15 8%	9 6%	13 6%	11 4%	21 8%	10 5%	15 7%	14 5%	14 5%	18 7%	8 6%	5 6%	52 6%
1 to 24	85 8%	44 9%	41 8%	10 8%	16 9%	13 8%	17 10%	12 8%	17 8%	28 11%	17 6%	24 11%	16 7%	29 11%	21 8%	22 9%	7 5%	6 7%	78 9%
Neutral	344 34%	165 34%	179 35%	57 47%	66 39%	63 37%	54 30%	44 30%	60 28%	86 32%	102 37%	79 36%	77 32%	87 32%	92 35%	85 35%	53 37%	28 31%	298 35%
-1 to -24	55 6%	33 7%	22 4%	9 8%	10 6%	8 5%	10 6%	8 5%	9 4%	17 6%	18 6%	12 6%	9 4%	12 5%	21 8%	10 4%	7 5%	6 6%	50 6%
-25 to -49	26 3%	12 2%	14 3%	7 6%	2 1%	6 3%	6 3%	4 3%	1 1%	7 3%	10 4%	6 3%	2 1%	6 2%	3 1%	8 3%	6 4%	3 3%	23 3%
-50 to -74	67 7%	37 8%	30 6%	7 6%	12 7%	15 9%	9 5%	8 6%	15 7%	30 11%	12 4%	15 7%	9 4%	12 4%	22 8%	19 8%	11 8%	3 3%	59 7%
-75 to -100	254 25%	133 27%	121 24%	22 19%	40 23%	39 23%	53 30%	35 23%	65 30%	61 23%	67 24%	50 23%	75 32%	71 26%	64 24%	58 24%	31 22%	30 33%	204 24%
NET: Any negative	401 40%	215 44%	187 36%	45 38%	64 38%	68 41%	78 44%	55 37%	90 42%	115 43%	107 38%	84 38%	95 40%	101 37%	109 42%	94 39%	56 39%	41 46%	335 39%
Mean	-19.74	-24.25	-15.44	-19.20	-18.58	-21.85	-24.89	-12.98	-19.74	-20.44	-17.12	-19.90	-21.87	-16.64	-21.23	-20.49	-17.13	-26.85	-17.96
Standard deviation	53.07	51.14	54.54	42.28	50.62	49.51	52.88	56.51	60.23	49.69	52.82	49.48	60.02	54.56	51.80	51.84	52.44	56.51	52.40
Standard error	1.68	2.34	2.38	4.56	3.91	3.84	3.79	4.36	4.08	2.54	3.41	4.18	3.90	3.33	3.21	3.32	4.42	6.09	1.78

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 8

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Nick Clegg, the Liberal Democrat leader

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
NET: Any positive	256 26%	56 28%	48 23%	38 70%	25 22%	61 26%	142 28%	60 27%	43 24%	58 42%	85 27%	98 29%
75 to 100	29 3%	6 3%	8 4%	10 18%	-	1 *	12 2%	6 3%	6 3%	10 7%	14 4%	11 3%
50 to 74	83 8%	15 7%	12 6%	16 30%	7 6%	28 12%	40 8%	23 11%	16 9%	16 11%	32 10%	22 6%
25 to 49	58 6%	21 10%	8 4%	3 5%	7 6%	13 6%	40 8%	17 8%	6 4%	13 10%	13 4%	31 9%
1 to 24	85 8%	14 7%	20 9%	9 17%	11 9%	19 8%	49 10%	14 7%	14 8%	19 14%	26 8%	34 10%
Neutral	344 34%	72 35%	67 31%	12 22%	27 24%	96 41%	175 34%	66 30%	46 25%	27 19%	90 29%	107 31%
-1 to -24	55 6%	9 4%	8 4%	3 5%	7 6%	17 7%	31 6%	17 8%	9 5%	14 10%	16 5%	16 5%
-25 to -49	26 3%	4 2%	6 3%	-	3 3%	11 5%	18 4%	4 2%	4 2%	4 3%	5 2%	9 3%
-50 to -74	67 7%	20 10%	19 9%	1 1%	5 5%	14 6%	38 7%	16 7%	12 7%	10 7%	23 7%	27 8%
-75 to -100	254 25%	44 22%	66 31%	1 2%	44 40%	36 15%	109 21%	55 25%	69 38%	26 19%	96 30%	86 25%
NET: Any negative	401 40%	76 37%	98 46%	5 8%	60 54%	79 33%	197 38%	93 42%	93 51%	54 39%	140 45%	138 40%
Mean	-19.74	-16.16	-26.97	33.89	-38.02	-11.03	-16.49	-18.85	-31.78	-6.23	-23.41	-19.26
Standard deviation	53.07	51.09	53.97	42.11	55.04	44.56	50.32	53.71	58.95	55.63	57.55	53.48
Standard error	1.68	3.48	3.61	5.90	5.25	2.94	2.24	3.48	4.08	5.04	3.15	2.90

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 9

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Conservative Party

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
NET: Any positive	365 36%	177 36%	188 37%	31 26%	40 23%	55 33%	64 36%	66 44%	110 50%	109 41%	94 34%	74 34%	87 37%	109 40%	91 35%	83 35%	52 37%	31 34%	317 37%
75 to 100	101 10%	39 8%	62 12%	7 6%	7 4%	10 6%	16 9%	19 12%	43 20%	24 9%	23 8%	26 12%	28 12%	33 12%	22 8%	16 7%	16 11%	14 16%	84 10%
50 to 74	137 14%	67 14%	70 14%	8 7%	17 10%	17 10%	23 13%	30 21%	42 19%	41 15%	38 14%	25 12%	33 14%	35 13%	39 15%	35 15%	20 14%	8 9%	121 14%
25 to 49	56 6%	33 7%	23 4%	7 6%	8 5%	12 7%	10 6%	7 5%	12 5%	25 9%	15 5%	9 4%	8 3%	19 7%	15 6%	16 7%	4 3%	1 1%	53 6%
1 to 24	71 7%	38 8%	33 6%	9 7%	8 5%	16 9%	15 8%	10 7%	14 6%	20 7%	19 7%	14 6%	18 8%	22 8%	14 5%	16 7%	11 8%	7 8%	59 7%
Neutral	275 27%	134 28%	140 27%	48 40%	60 35%	55 33%	36 20%	34 23%	43 20%	60 22%	83 30%	73 33%	58 25%	65 24%	77 30%	68 28%	50 35%	14 16%	250 29%
-1 to -24	47 5%	26 5%	21 4%	10 8%	12 7%	4 2%	7 4%	7 5%	8 3%	7 3%	22 8%	12 6%	6 2%	14 5%	19 7%	10 4%	2 2%	2 2%	44 5%
-25 to -49	27 3%	11 2%	17 3%	1 1%	6 3%	7 4%	7 4%	1 1%	5 2%	10 4%	7 2%	7 3%	3 1%	11 4%	7 3%	4 2%	1 1%	4 4%	23 3%
-50 to -74	60 6%	24 5%	36 7%	13 11%	8 5%	9 5%	15 9%	7 5%	8 4%	21 8%	18 7%	8 4%	13 5%	18 7%	10 4%	20 8%	6 4%	7 7%	53 6%
-75 to -100	227 23%	115 24%	112 22%	18 15%	45 26%	38 22%	49 27%	33 22%	45 21%	60 22%	53 19%	45 21%	69 29%	53 20%	56 22%	55 23%	30 21%	33 37%	175 20%
NET: Any negative	361 36%	177 36%	185 36%	41 34%	71 41%	58 35%	78 44%	48 33%	65 30%	98 37%	100 36%	72 33%	91 38%	96 36%	92 35%	89 37%	40 28%	45 50%	294 34%
Mean	-7.82	-9.50	-6.23	-9.35	-18.80	-12.64	-15.46	-1.56	7.31	-7.41	-7.52	-5.34	-10.95	-3.69	-6.76	-11.29	-3.74	-20.51	-5.62
Standard deviation	60.55	59.67	61.39	50.09	54.99	55.79	62.59	64.33	66.12	59.91	56.35	58.99	67.34	59.65	59.21	58.35	60.16	71.67	58.70
Standard error	1.91	2.74	2.68	5.40	4.24	4.33	4.48	4.96	4.48	3.06	3.64	4.99	4.37	3.64	3.66	3.74	5.07	7.73	2.00

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 9

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Conservative Party

Base: All respondents

	Voting Intention					Swing Vote	Vote in 2010			VI Conviction (Q4)		
	Total	Cons	Lab	Lib Dem	UKIP		DK/Ref	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
NET: Any positive	365 36%	171 84%	34 16%	16 29%	28 25%	87 37%	195 38%	164 75%	28 15%	43 31%	134 43%	133 39%
75 to 100	101 10%	69 34%	7 3%	2 4%	2 1%	15 6%	37 7%	66 30%	5 3%	5 4%	55 18%	27 8%
50 to 74	137 14%	76 37%	6 3%	3 5%	8 8%	35 15%	74 14%	65 29%	9 5%	16 12%	46 15%	54 16%
25 to 49	56 6%	13 6%	8 4%	7 12%	6 5%	18 8%	37 7%	20 9%	8 4%	9 7%	16 5%	20 6%
1 to 24	71 7%	13 7%	13 6%	4 7%	12 11%	19 8%	47 9%	14 6%	7 4%	12 9%	16 5%	32 9%
Neutral	275 27%	29 14%	47 22%	19 35%	30 27%	82 35%	153 30%	33 15%	41 22%	29 21%	45 14%	94 27%
-1 to -24	47 5%	3 1%	11 5%	4 8%	8 7%	12 5%	20 4%	6 3%	7 4%	16 12%	16 5%	14 4%
-25 to -49	27 3%	1 1%	10 5%	- -	4 4%	9 4%	14 3%	4 2%	6 4%	4 3%	10 3%	8 2%
-50 to -74	60 6%	- -	17 8%	8 14%	9 8%	14 6%	36 7%	6 3%	14 8%	13 9%	17 5%	24 7%
-75 to -100	227 23%	- -	93 44%	8 14%	32 29%	31 13%	95 18%	7 3%	85 47%	34 25%	92 29%	71 21%
NET: Any negative	361 36%	4 2%	132 62%	20 37%	53 48%	66 28%	165 32%	22 10%	114 62%	67 48%	136 43%	117 34%
Mean	-7.82	53.29	-42.78	-12.55	-27.05	-1.03	-5.68	40.92	-45.51	-18.07	-7.14	-6.66
Standard deviation	60.55	34.64	56.28	49.12	52.64	49.67	55.43	46.21	57.41	55.92	71.03	58.24
Standard error	1.91	2.36	3.76	6.88	5.02	3.28	2.47	3.00	3.97	5.06	3.89	3.15

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 10

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Labour Party

Base: All respondents

	Gender		Age						Class				Region					NET: Eng-land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West		Scot-land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
NET: Any positive	407 41%	193 39%	215 42%	50 42%	72 42%	59 35%	74 42%	70 47%	83 38%	102 38%	116 42%	86 39%	104 44%	127 47%	81 31%	106 44%	52 37%	40 45%	343 40%
75 to 100	110 11%	53 11%	57 11%	10 9%	18 11%	20 12%	16 9%	20 13%	25 12%	24 9%	27 10%	15 7%	45 19%	32 12%	20 8%	27 11%	16 11%	15 17%	86 10%
50 to 74	119 12%	49 10%	70 14%	13 11%	20 12%	16 10%	25 14%	23 15%	22 10%	31 12%	34 12%	26 12%	28 12%	44 16%	19 7%	29 12%	15 11%	12 13%	101 12%
25 to 49	70 7%	37 8%	33 6%	6 5%	10 6%	4 2%	16 9%	14 9%	20 9%	21 8%	21 8%	17 8%	11 5%	24 9%	19 7%	15 6%	8 6%	5 6%	59 7%
1 to 24	108 11%	53 11%	55 11%	20 17%	24 14%	18 11%	17 10%	13 9%	16 7%	26 10%	34 12%	28 13%	21 9%	28 10%	24 9%	35 15%	13 9%	8 9%	97 11%
Neutral	289 29%	128 26%	161 31%	43 36%	59 35%	63 38%	42 24%	34 23%	47 21%	67 25%	84 30%	76 35%	62 26%	66 24%	83 32%	70 29%	40 28%	29 32%	253 29%
-1 to -24	43 4%	30 6%	13 2%	6 5%	6 4%	6 4%	9 5%	7 4%	8 4%	12 5%	17 6%	7 3%	7 3%	8 3%	16 6%	9 4%	5 4%	4 5%	38 4%
-25 to -49	26 3%	14 3%	12 2%	3 2%	3 2%	8 5%	8 4%	2 1%	3 1%	13 5%	5 2%	3 2%	4 2%	8 3%	11 4%	4 2%	2 1%	1 1%	25 3%
-50 to -74	76 8%	45 9%	30 6%	6 5%	9 5%	14 8%	12 7%	14 10%	20 9%	34 13%	21 8%	10 4%	11 5%	18 7%	20 8%	21 9%	10 7%	6 6%	66 8%
-75 to -100	161 16%	79 16%	82 16%	12 10%	21 12%	18 11%	31 18%	22 15%	56 26%	39 15%	36 13%	37 17%	48 20%	44 16%	47 18%	29 12%	31 22%	10 11%	135 16%
NET: Any negative	305 30%	168 34%	137 27%	27 22%	39 23%	46 27%	61 34%	45 30%	87 40%	98 37%	79 28%	57 26%	71 30%	77 29%	95 36%	64 27%	49 35%	20 23%	265 31%
Mean	-0.26	-2.62	1.99	5.04	3.82	1.59	-2.00	4.97	-9.98	-4.66	1.99	-2.09	3.76	3.56	-8.52	3.61	-6.67	11.86	-1.27
Standard deviation	56.55	56.22	56.83	48.93	50.76	52.14	57.20	58.39	64.96	54.35	53.21	52.82	65.39	58.44	53.93	53.97	60.84	54.82	55.59
Standard error	1.79	2.58	2.48	5.28	3.92	4.05	4.10	4.50	4.40	2.77	3.44	4.46	4.25	3.56	3.34	3.46	5.12	5.91	1.89

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 10

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Labour Party

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
NET: Any positive	407 41%	47 23%	185 87%	17 30%	36 32%	87 37%	211 41%	57 26%	134 74%	65 46%	154 49%	152 44%
75 to 100	110 11%	3 1%	85 40%	2 4%	5 5%	7 3%	46 9%	3 1%	65 36%	5 4%	58 19%	41 12%
50 to 74	119 12%	9 5%	52 25%	9 16%	11 10%	31 13%	60 12%	12 5%	41 23%	23 17%	45 14%	40 12%
25 to 49	70 7%	23 11%	17 8%	2 3%	7 6%	16 7%	38 7%	22 10%	10 6%	12 9%	24 8%	29 8%
1 to 24	108 11%	12 6%	31 14%	4 8%	13 11%	33 14%	67 13%	20 9%	18 10%	25 18%	27 9%	42 12%
Neutral	289 29%	43 21%	25 12%	25 46%	25 23%	92 39%	154 30%	37 17%	32 18%	43 31%	56 18%	84 24%
-1 to -24	43 4%	15 7%	- -	4 7%	5 5%	10 4%	28 5%	20 9%	- -	6 4%	7 2%	21 6%
-25 to -49	26 3%	11 6%	- -	4 7%	3 2%	7 3%	18 4%	8 4%	1 1%	7 5%	4 1%	14 4%
-50 to -74	76 8%	29 14%	3 1%	2 4%	13 11%	17 7%	44 9%	35 16%	5 3%	6 5%	22 7%	33 10%
-75 to -100	161 16%	60 29%	- -	3 6%	30 27%	22 9%	57 11%	62 28%	10 5%	12 9%	71 23%	40 12%
NET: Any negative	305 30%	115 56%	3 1%	13 24%	51 45%	57 24%	148 29%	125 57%	16 9%	31 22%	104 33%	107 31%
Mean	-0.26	-30.28	55.04	2.25	-20.76	-0.15	1.77	-29.34	42.58	4.84	2.94	3.41
Standard deviation	56.55	52.38	38.51	39.94	57.87	43.07	50.54	53.22	52.89	42.84	67.88	53.78
Standard error	1.79	3.57	2.57	5.59	5.52	2.85	2.25	3.45	3.66	3.88	3.72	2.91

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 11

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Liberal Democrats

Base: All respondents

	Gender		Age						Class				Region					NET: Eng-land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West		Scot-land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
NET: Any positive	280 28%	125 26%	155 30%	32 27%	41 24%	37 22%	46 26%	54 36%	70 32%	68 26%	72 26%	68 31%	72 30%	101 37%	55 21%	66 28%	32 23%	26 29%	244 28%
75 to 100	37 4%	15 3%	22 4%	5 5%	8 5%	7 4%	2 1%	6 4%	10 4%	11 4%	8 3%	5 2%	12 5%	12 4%	9 4%	9 4%	4 3%	3 4%	34 4%
50 to 74	87 9%	38 8%	49 10%	8 6%	9 5%	13 8%	14 8%	15 10%	28 13%	16 6%	19 7%	28 13%	25 11%	35 13%	13 5%	17 7%	13 9%	10 11%	72 8%
25 to 49	70 7%	27 6%	43 8%	3 3%	10 6%	7 4%	14 8%	21 14%	15 7%	16 6%	25 9%	13 6%	16 7%	25 9%	14 5%	18 7%	9 6%	5 5%	61 7%
1 to 24	86 9%	44 9%	41 8%	15 13%	14 8%	10 6%	16 9%	12 8%	17 8%	25 9%	20 7%	22 10%	19 8%	30 11%	19 7%	23 10%	6 4%	8 9%	76 9%
Neutral	342 34%	162 33%	180 35%	47 40%	77 45%	68 40%	54 30%	43 29%	53 24%	90 34%	96 34%	81 37%	75 32%	76 28%	103 40%	84 35%	50 35%	28 32%	300 35%
-1 to -24	51 5%	35 7%	16 3%	10 8%	7 4%	12 7%	7 4%	5 3%	10 5%	13 5%	21 8%	10 5%	7 3%	9 3%	16 6%	12 5%	8 6%	6 6%	44 5%
-25 to -49	25 3%	17 4%	8 2%	- -	7 4%	5 3%	8 4%	5 4%	1 *	9 3%	7 2%	8 4%	2 1%	6 2%	7 3%	8 3%	4 3%	- -	25 3%
-50 to -74	75 7%	40 8%	34 7%	9 8%	8 5%	17 10%	16 9%	8 5%	16 7%	28 11%	20 7%	17 8%	9 4%	15 6%	22 8%	17 7%	14 10%	7 8%	62 7%
-75 to -100	228 23%	109 22%	119 23%	22 18%	31 18%	28 17%	47 26%	34 23%	67 31%	59 22%	63 23%	35 16%	71 30%	63 23%	56 22%	52 22%	33 23%	23 26%	187 22%
NET: Any negative	379 38%	202 41%	177 35%	40 34%	52 31%	63 37%	78 44%	51 35%	94 43%	109 41%	111 40%	70 32%	90 38%	93 35%	101 39%	90 37%	59 42%	36 40%	317 37%
Mean	-16.11	-18.03	-14.28	-11.95	-12.17	-13.56	-23.52	-11.67	-20.47	-18.48	-16.89	-9.60	-18.55	-11.85	-17.59	-16.79	-19.66	-17.27	-14.94
Standard deviation	53.36	51.67	54.91	49.38	49.35	48.76	51.90	54.94	61.06	51.94	52.40	48.09	60.12	55.87	50.58	52.09	53.24	57.32	52.69
Standard error	1.69	2.37	2.40	5.32	3.81	3.78	3.72	4.24	4.14	2.65	3.38	4.06	3.91	3.41	3.13	3.33	4.48	6.18	1.79

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 11

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The Liberal Democrats

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
NET: Any positive	280	63	51	43	24	71	164	56	42	61	85	114
	28%	31%	24%	79%	22%	30%	32%	26%	23%	44%	27%	33%
75 to 100	37	4	9	16	-	1	17	5	5	14	16	16
	4%	2%	4%	29%	-	*	3%	2%	3%	10%	5%	5%
50 to 74	87	12	16	20	6	28	43	15	16	16	30	26
	9%	6%	8%	36%	6%	12%	8%	7%	9%	12%	10%	8%
25 to 49	70	29	9	2	5	17	49	24	10	12	16	36
	7%	14%	4%	3%	5%	7%	10%	11%	5%	9%	5%	11%
1 to 24	86	18	16	5	12	25	56	13	12	19	23	35
	9%	9%	7%	10%	11%	11%	11%	6%	6%	14%	7%	10%
Neutral	342	58	68	8	31	99	172	63	57	31	84	101
	34%	28%	32%	14%	28%	42%	33%	29%	31%	22%	27%	29%
-1 to -24	51	10	7	4	5	17	31	17	2	13	9	20
	5%	5%	3%	7%	4%	7%	6%	8%	1%	9%	3%	6%
-25 to -49	25	8	9	-	3	4	11	7	3	7	13	9
	3%	4%	4%	-	3%	2%	2%	3%	2%	5%	4%	3%
-50 to -74	75	23	14	-	10	15	48	23	15	6	21	35
	7%	11%	7%	-	9%	6%	9%	10%	8%	4%	7%	10%
-75 to -100	228	41	64	-	38	30	86	53	64	21	102	65
	23%	20%	30%	-	34%	13%	17%	24%	35%	15%	32%	19%
NET: Any negative	379	83	94	4	57	65	177	99	84	47	145	129
	38%	40%	44%	7%	51%	28%	35%	45%	46%	34%	46%	38%
Mean	-16.11	-16.39	-24.06	49.50	-34.84	-6.60	-10.88	-21.06	-29.78	0.32	-24.26	-12.36
Standard deviation	53.36	50.26	56.83	37.39	52.10	42.41	49.28	52.29	57.82	54.37	60.00	52.52
Standard error	1.69	3.43	3.80	5.24	4.97	2.80	2.20	3.39	4.00	4.92	3.29	2.84

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 12

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The UK Independence Party (UKIP)

Base: All respondents

	Gender		Age						Class				Region						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
NET: Any positive	291 29%	144 29%	147 29%	26 22%	34 20%	44 26%	60 34%	42 28%	85 39%	58 22%	74 27%	73 33%	86 36%	78 29%	68 26%	81 34%	49 35%	16 18%	255 30%
75 to 100	97 10%	50 10%	47 9%	7 6%	15 9%	14 8%	22 13%	9 6%	30 14%	14 5%	18 6%	25 12%	40 17%	22 8%	28 11%	24 10%	18 12%	5 5%	84 10%
50 to 74	83 8%	38 8%	45 9%	5 4%	9 6%	13 8%	18 10%	11 7%	27 12%	16 6%	26 9%	21 9%	20 9%	18 7%	23 9%	24 10%	13 9%	5 6%	70 8%
25 to 49	37 4%	18 4%	19 4%	2 1%	1 1%	6 3%	5 3%	12 8%	11 5%	11 4%	10 4%	6 3%	10 4%	15 6%	5 2%	8 3%	7 5%	1 1%	34 4%
1 to 24	74 7%	38 8%	37 7%	12 10%	9 5%	11 7%	15 8%	10 6%	17 8%	18 7%	21 7%	21 10%	15 6%	22 8%	11 4%	24 10%	11 8%	6 7%	67 8%
Neutral	311 31%	151 31%	159 31%	48 40%	59 34%	60 35%	43 24%	54 36%	47 22%	72 27%	89 32%	70 32%	79 34%	78 29%	92 35%	69 29%	45 32%	27 30%	273 32%
-1 to -24	26 3%	13 3%	13 2%	4 3%	4 2%	5 3%	5 3%	4 2%	5 2%	11 4%	7 3%	3 1%	5 2%	4 1%	11 4%	7 3%	1 *	3 3%	23 3%
-25 to -49	16 2%	11 2%	6 1%	- -	5 3%	4 2%	2 1%	4 2%	2 1%	5 2%	5 2%	2 1%	5 2%	2 1%	5 2%	5 2%	2 2%	2 3%	13 2%
-50 to -74	67 7%	41 8%	27 5%	8 7%	9 6%	14 8%	18 10%	7 5%	11 5%	22 8%	17 6%	19 9%	9 4%	18 7%	22 8%	14 6%	11 7%	3 4%	61 7%
-75 to -100	289 29%	129 26%	161 31%	34 28%	60 35%	42 25%	48 27%	38 26%	67 31%	99 37%	86 31%	52 24%	53 22%	91 34%	62 24%	64 27%	34 24%	38 42%	236 27%
NET: Any negative	399 40%	193 39%	206 40%	46 38%	78 46%	64 38%	74 42%	53 35%	85 39%	137 51%	115 41%	76 35%	71 30%	115 42%	100 39%	91 38%	47 33%	46 52%	334 39%
Mean	-17.34	-15.30	-19.28	-23.30	-26.98	-15.69	-14.29	-15.45	-11.52	-31.67	-22.33	-10.38	-1.73	-22.67	-13.04	-13.53	-9.52	-36.22	-15.93
Standard deviation	62.62	61.93	63.27	57.55	62.11	58.04	64.75	58.40	69.34	59.30	60.19	62.80	64.84	62.98	61.02	63.00	63.11	60.57	61.92
Standard error	1.98	2.84	2.76	6.21	4.79	4.50	4.64	4.51	4.70	3.03	3.89	5.31	4.21	3.84	3.78	4.03	5.31	6.53	2.11

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 12

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-The UK Independence Party (UKIP)

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
NET: Any positive	291 29%	59 29%	24 11%	7 13%	98 88%	65 28%	151 29%	89 40%	42 23%	24 17%	104 33%	103 30%
75 to 100	97 10%	5 2%	9 4%	2 4%	58 52%	10 4%	30 6%	17 8%	25 14%	1 1%	53 17%	25 7%
50 to 74	83 8%	19 9%	6 3%	2 4%	29 26%	14 6%	50 10%	32 15%	6 3%	9 7%	23 7%	42 12%
25 to 49	37 4%	17 8%	1 1%	1 1%	3 2%	12 5%	23 4%	16 7%	3 1%	5 4%	12 4%	12 3%
1 to 24	74 7%	17 9%	8 4%	2 4%	8 7%	30 13%	47 9%	24 11%	8 5%	8 6%	16 5%	24 7%
Neutral	311 31%	60 29%	59 28%	23 43%	11 10%	93 40%	174 34%	56 26%	43 24%	41 29%	61 20%	108 31%
-1 to -24	26 3%	7 3%	4 2%	- -	1 1%	8 4%	13 2%	9 4%	2 1%	2 1%	6 2%	7 2%
-25 to -49	16 2%	4 2%	6 3%	2 3%	1 1%	2 1%	12 2%	3 1%	3 1%	8 6%	4 1%	9 3%
-50 to -74	67 7%	17 8%	13 6%	8 16%	1 *	10 4%	33 6%	12 6%	11 6%	11 8%	21 7%	26 7%
-75 to -100	289 29%	57 28%	106 50%	14 26%	- -	57 24%	132 26%	50 23%	81 44%	54 39%	117 37%	91 26%
NET: Any negative	399 40%	85 42%	129 61%	24 44%	2 2%	77 33%	189 37%	74 34%	97 53%	75 54%	148 47%	133 39%
Mean	-17.34	-22.28	-48.54	-27.40	64.35	-16.50	-16.95	-7.51	-32.49	-38.68	-18.99	-16.40
Standard deviation	62.62	55.94	57.28	51.64	38.24	52.97	57.18	59.17	69.83	54.25	73.46	59.88
Standard error	1.98	3.81	3.83	7.23	3.65	3.50	2.55	3.84	4.83	4.91	4.03	3.24

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 13

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Nigel Farage, the UKIP leader

Base: All respondents

	Gender		Age							Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
NET: Any positive	266 27%	136 28%	129 25%	17 14%	27 16%	34 21%	56 32%	49 33%	82 38%	54 20%	59 21%	70 32%	82 35%	61 23%	66 26%	78 32%	41 29%	19 21%	229 27%
75 to 100	95 10%	47 10%	48 9%	6 5%	13 8%	15 9%	18 10%	13 9%	31 14%	15 6%	16 6%	25 11%	39 16%	20 8%	30 11%	24 10%	16 11%	5 6%	81 9%
50 to 74	74 7%	40 8%	33 6%	3 3%	9 5%	7 4%	18 10%	12 8%	24 11%	14 5%	24 9%	18 8%	18 8%	19 7%	20 8%	16 7%	15 10%	4 5%	62 7%
25 to 49	28 3%	13 3%	15 3%	2 2%	- -	4 2%	7 4%	7 5%	7 3%	7 3%	9 3%	4 2%	8 3%	7 2%	4 1%	10 4%	7 5%	2 2%	24 3%
1 to 24	69 7%	36 7%	33 6%	6 5%	6 3%	9 5%	13 7%	17 11%	19 9%	18 7%	11 4%	23 11%	17 7%	15 6%	13 5%	29 12%	4 3%	7 8%	61 7%
Neutral	327 33%	156 32%	171 33%	54 45%	62 36%	67 40%	49 28%	44 29%	52 24%	75 28%	98 35%	75 34%	79 33%	85 31%	97 37%	71 30%	47 34%	26 29%	290 34%
-1 to -24	32 3%	19 4%	14 3%	4 4%	4 2%	5 3%	7 4%	4 3%	8 4%	9 4%	4 2%	8 4%	11 5%	9 3%	12 5%	6 2%	1 1%	5 6%	27 3%
-25 to -49	12 1%	7 1%	5 1%	- -	4 2%	3 2%	1 1%	3 2%	1 *	4 1%	3 1%	2 1%	3 1%	3 1%	3 1%	3 1%	2 2%	2 2%	10 1%
-50 to -74	59 6%	35 7%	24 5%	9 8%	8 5%	12 7%	9 5%	11 8%	9 4%	25 9%	17 6%	11 5%	7 3%	18 7%	14 6%	11 5%	11 8%	4 5%	53 6%
-75 to -100	305 30%	135 28%	170 33%	36 30%	66 38%	46 28%	54 31%	38 25%	66 30%	100 38%	97 35%	53 24%	55 23%	95 35%	67 26%	72 30%	37 27%	34 37%	253 29%
NET: Any negative	409 41%	196 40%	212 41%	49 41%	81 48%	67 40%	72 41%	56 38%	84 38%	138 52%	121 44%	74 34%	75 32%	124 46%	96 37%	91 38%	52 37%	45 50%	343 40%
Mean	-19.30	-16.52	-21.94	-26.72	-30.20	-19.58	-17.42	-14.29	-11.36	-33.13	-26.81	-10.02	-3.42	-26.44	-13.11	-17.44	-12.47	-31.34	-18.43
Standard deviation	62.41	61.20	63.49	55.48	61.32	58.30	63.96	61.00	68.36	59.71	59.94	61.88	64.17	62.08	61.53	62.95	63.65	59.85	61.75
Standard error	1.97	2.80	2.77	5.98	4.73	4.52	4.58	4.71	4.63	3.05	3.87	5.23	4.17	3.78	3.81	4.03	5.36	6.45	2.10

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 13

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Nigel Farage, the UKIP leader

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
NET: Any positive	266 27%	49 24%	26 12%	9 17%	93 83%	52 22%	131 26%	81 37%	41 22%	26 19%	100 32%	94 27%
75 to 100	95 10%	7 4%	7 3%	1 2%	53 48%	12 5%	30 6%	25 12%	20 11%	2 2%	52 16%	23 7%
50 to 74	74 7%	20 10%	9 4%	5 8%	23 20%	10 4%	44 8%	25 11%	9 5%	11 8%	23 7%	38 11%
25 to 49	28 3%	10 5%	3 1%	1 2%	7 6%	6 2%	17 3%	12 5%	3 2%	2 2%	10 3%	12 3%
1 to 24	69 7%	12 6%	8 4%	3 5%	10 9%	25 10%	40 8%	19 9%	8 4%	11 8%	15 5%	22 6%
Neutral	327 33%	65 32%	62 29%	22 40%	15 13%	98 42%	190 37%	58 27%	48 26%	37 26%	67 21%	116 34%
-1 to -24	32 3%	9 4%	5 2%	1 2%	1 1%	7 3%	13 3%	11 5%	3 2%	3 2%	11 3%	8 2%
-25 to -49	12 1%	2 1%	4 2%	1 2%	- -	5 2%	9 2%	2 1%	1 1%	7 5%	4 1%	3 1%
-50 to -74	59 6%	12 6%	14 7%	6 11%	1 1%	13 6%	29 6%	9 4%	12 7%	13 9%	18 6%	20 6%
-75 to -100	305 30%	68 33%	102 48%	16 29%	2 1%	59 25%	142 28%	57 26%	77 42%	54 39%	115 37%	101 29%
NET: Any negative	409 41%	90 44%	125 59%	24 43%	4 3%	85 36%	193 38%	80 36%	94 52%	76 55%	148 47%	133 39%
Mean	-19.30	-26.31	-45.90	-27.40	57.21	-19.63	-18.90	-9.30	-32.27	-37.51	-19.39	-18.44
Standard deviation	62.41	58.20	56.72	52.19	42.80	54.29	57.33	63.20	67.15	55.07	72.08	59.70
Standard error	1.97	3.97	3.79	7.31	4.08	3.59	2.56	4.10	4.65	4.99	3.95	3.23

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 14

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-George Osborne, the Chancellor

Base: All respondents

	Gender		Age						Class				Region					NET: Eng-land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West		Scot-land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
NET: Any positive	332 33%	171 35%	162 32%	23 19%	33 19%	44 26%	72 41%	55 37%	106 49%	86 32%	91 33%	73 33%	82 35%	103 38%	82 32%	75 31%	46 33%	25 28%	292 34%
75 to 100	76 8%	28 6%	48 9%	5 4%	9 5%	4 2%	10 6%	14 9%	34 16%	12 4%	14 5%	25 11%	26 11%	18 6%	21 8%	23 10%	7 5%	7 8%	67 8%
50 to 74	118 12%	65 13%	53 10%	1 1%	9 5%	13 8%	33 19%	25 17%	37 17%	30 11%	34 12%	31 14%	23 10%	39 14%	33 13%	19 8%	18 13%	9 11%	103 12%
25 to 49	50 5%	27 6%	22 4%	4 4%	6 3%	10 6%	10 6%	8 6%	11 5%	23 8%	12 4%	4 2%	11 5%	19 7%	11 4%	12 5%	5 4%	2 3%	45 5%
1 to 24	88 9%	50 10%	38 7%	13 11%	9 5%	16 10%	18 10%	8 6%	23 11%	22 8%	30 11%	13 6%	23 10%	28 10%	17 7%	21 9%	16 11%	6 7%	78 9%
Neutral	363 36%	141 29%	221 43%	67 56%	76 44%	72 43%	41 23%	51 35%	55 25%	91 34%	109 39%	86 39%	77 32%	83 31%	111 43%	91 38%	48 34%	30 34%	315 37%
-1 to -24	41 4%	31 6%	9 2%	- -	14 8%	12 7%	6 3%	5 3%	5 2%	10 4%	6 2%	16 8%	8 4%	12 4%	8 3%	11 4%	6 4%	4 5%	36 4%
-25 to -49	19 2%	10 2%	9 2%	4 3%	4 2%	1 *	4 2%	3 2%	4 2%	5 2%	8 3%	3 1%	4 2%	5 2%	3 1%	8 3%	2 1%	2 2%	17 2%
-50 to -74	65 6%	34 7%	31 6%	9 7%	8 5%	12 7%	15 9%	5 4%	15 7%	24 9%	17 6%	13 6%	11 4%	18 7%	15 6%	16 7%	11 8%	4 5%	57 7%
-75 to -100	181 18%	101 21%	80 16%	17 14%	37 22%	27 16%	39 22%	29 19%	32 15%	51 19%	47 17%	27 13%	55 23%	49 18%	40 16%	40 17%	28 20%	24 27%	143 17%
NET: Any negative	306 31%	176 36%	129 25%	29 25%	62 36%	52 31%	64 36%	42 29%	56 26%	90 33%	79 28%	60 27%	78 33%	84 31%	67 26%	74 31%	47 33%	34 38%	254 29%
Mean	-6.69	-10.48	-3.08	-12.20	-16.08	-11.41	-9.51	-2.83	7.03	-10.34	-8.31	2.59	-9.25	-5.66	-3.22	-6.15	-10.73	-14.94	-5.24
Standard deviation	54.12	55.08	53.00	44.41	51.35	46.24	58.40	56.98	58.68	52.37	50.91	52.75	60.04	54.68	52.37	54.20	53.20	58.52	53.27
Standard error	1.71	2.52	2.31	4.79	3.96	3.59	4.18	4.40	3.97	2.67	3.29	4.46	3.90	3.33	3.24	3.47	4.48	6.31	1.81

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 14

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-George Osborne, the Chancellor

Base: All respondents

	Voting Intention						Swing	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref	Vote	Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
NET: Any positive	332	126	37	18	39	82	177	126	39	44	120	116
	33%	62%	17%	34%	35%	35%	35%	57%	21%	32%	38%	34%
75 to 100	76	34	10	3	7	17	39	37	11	5	33	24
	8%	17%	5%	5%	7%	7%	8%	17%	6%	4%	11%	7%
50 to 74	118	55	10	6	15	25	57	52	15	13	51	41
	12%	27%	5%	11%	14%	10%	11%	24%	8%	10%	16%	12%
25 to 49	50	19	4	4	6	12	27	20	5	7	16	20
	5%	9%	2%	7%	6%	5%	5%	9%	3%	5%	5%	6%
1 to 24	88	17	13	5	10	28	55	17	8	19	20	30
	9%	8%	6%	10%	9%	12%	11%	8%	5%	14%	6%	9%
Neutral	363	65	72	20	38	98	200	64	52	38	83	132
	36%	32%	34%	37%	34%	42%	39%	29%	29%	27%	27%	38%
-1 to -24	41	1	13	8	4	5	22	9	7	14	13	18
	4%	1%	6%	14%	3%	2%	4%	4%	4%	10%	4%	5%
-25 to -49	19	4	3	1	3	7	10	3	5	4	7	5
	2%	2%	2%	2%	3%	3%	2%	1%	3%	3%	2%	2%
-50 to -74	65	5	16	3	7	20	40	7	11	15	16	24
	6%	3%	8%	5%	6%	8%	8%	3%	6%	11%	5%	7%
-75 to -100	181	3	72	4	21	23	64	11	68	24	74	48
	18%	1%	34%	8%	19%	10%	13%	5%	37%	17%	24%	14%
NET: Any negative	306	14	104	16	34	55	137	30	91	57	110	95
	31%	7%	49%	29%	31%	24%	27%	14%	50%	41%	35%	28%
Mean	-6.69	29.14	-30.61	1.06	-6.25	-0.36	-1.94	23.32	-29.82	-12.71	-6.83	-2.86
Standard deviation	54.12	39.36	56.45	41.27	54.75	46.34	49.36	45.74	61.29	48.64	61.55	50.67
Standard error	1.71	2.68	3.77	5.78	5.22	3.06	2.20	2.97	4.24	4.40	3.37	2.74

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 15

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Ed Balls, the Shadow Chancellor

Base: All respondents

	Gender		Age							Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	NET: Eng-land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
NET: Any positive	257 26%	120 25%	137 27%	17 14%	34 20%	36 21%	54 30%	48 32%	69 32%	65 24%	61 22%	60 27%	72 30%	83 31%	56 21%	71 29%	30 22%	18 20%	230 27%
75 to 100	41 4%	16 3%	25 5%	2 2%	5 3%	8 5%	7 4%	8 5%	12 6%	12 5%	10 4%	2 1%	17 7%	13 5%	6 2%	15 6%	3 2%	4 5%	36 4%
50 to 74	76 8%	36 7%	39 8%	4 3%	10 6%	10 6%	20 11%	14 9%	17 8%	18 7%	18 6%	20 9%	19 8%	23 8%	18 7%	16 7%	12 9%	7 8%	66 8%
25 to 49	50 5%	17 4%	33 6%	3 2%	2 1%	5 3%	13 7%	10 7%	17 8%	11 4%	12 4%	16 7%	11 5%	21 8%	11 4%	10 4%	6 4%	3 3%	44 5%
1 to 24	90 9%	51 10%	39 8%	8 7%	17 10%	13 8%	13 7%	16 11%	22 10%	23 9%	21 8%	22 10%	24 10%	26 10%	21 8%	30 13%	9 7%	4 4%	84 10%
Neutral	408 41%	178 37%	229 45%	83 70%	89 52%	80 48%	55 31%	45 30%	56 26%	97 36%	127 45%	90 41%	94 40%	96 36%	111 43%	96 40%	57 41%	47 52%	344 40%
-1 to -24	43 4%	33 7%	10 2%	4 3%	7 4%	7 4%	8 5%	6 4%	12 6%	15 6%	14 5%	8 4%	6 3%	8 3%	12 5%	10 4%	9 6%	4 5%	37 4%
-25 to -49	21 2%	15 3%	6 1%	- -	4 3%	3 2%	3 2%	6 4%	4 2%	11 4%	6 2%	3 1%	- -	5 2%	10 4%	2 1%	2 2%	2 2%	17 2%
-50 to -74	81 8%	48 10%	33 6%	6 5%	8 5%	20 12%	15 8%	12 8%	20 9%	25 10%	23 8%	17 8%	16 7%	22 8%	16 6%	23 9%	14 10%	5 6%	71 8%
-75 to -100	191 19%	94 19%	97 19%	11 9%	28 17%	22 13%	42 24%	32 21%	56 26%	54 20%	48 17%	41 19%	49 21%	56 21%	54 21%	39 16%	28 20%	14 16%	162 19%
NET: Any negative	336 34%	190 39%	147 29%	20 17%	48 28%	52 31%	68 38%	56 38%	93 43%	105 39%	91 33%	69 32%	71 30%	91 34%	93 36%	73 31%	53 38%	25 28%	288 33%
Mean	-13.49	-16.16	-10.96	-6.81	-12.94	-10.75	-15.22	-13.16	-18.56	-16.05	-13.65	-13.20	-10.69	-12.58	-17.08	-9.42	-17.98	-9.74	-13.05
Standard deviation	50.65	49.63	51.53	35.42	45.47	46.05	55.34	54.03	58.09	50.78	48.35	48.18	55.36	53.84	49.09	50.53	48.94	47.94	50.68
Standard error	1.60	2.27	2.25	3.82	3.51	3.57	3.96	4.17	3.93	2.59	3.12	4.07	3.60	3.28	3.04	3.23	4.12	5.17	1.72

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 15

Q5. How positive or negative you feel about each of the following, using a scale from -100 (very negative) to +100 (very positive), where zero means neither positive nor negative ...

-Ed Balls, the Shadow Chancellor

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
NET: Any positive	257 26%	38 19%	87 41%	17 31%	28 25%	55 23%	124 24%	47 22%	84 46%	43 31%	105 34%	81 24%
75 to 100	41 4%	6 3%	21 10%	2 4%	5 4%	3 1%	17 3%	6 3%	21 11%	3 2%	19 6%	15 4%
50 to 74	76 8%	5 2%	31 15%	4 7%	6 5%	21 9%	35 7%	6 3%	31 17%	11 8%	32 10%	19 6%
25 to 49	50 5%	13 6%	14 7%	4 8%	5 5%	6 3%	21 4%	14 6%	15 8%	11 8%	21 7%	19 5%
1 to 24	90 9%	15 7%	20 10%	6 11%	12 11%	25 11%	51 10%	21 9%	17 9%	18 13%	32 10%	29 8%
Neutral	408 41%	65 32%	86 40%	25 46%	39 35%	116 49%	220 43%	52 24%	63 35%	60 43%	102 32%	139 40%
-1 to -24	43 4%	7 3%	12 6%	5 10%	1 1%	9 4%	24 5%	13 6%	5 3%	7 5%	13 4%	15 4%
-25 to -49	21 2%	9 4%	3 2%	- -	2 2%	4 2%	12 2%	8 4%	3 2%	3 2%	8 3%	8 2%
-50 to -74	81 8%	31 15%	7 3%	3 5%	13 11%	20 8%	56 11%	37 17%	2 1%	13 10%	17 5%	43 13%
-75 to -100	191 19%	54 27%	18 9%	5 9%	28 25%	31 13%	79 15%	61 28%	25 14%	14 10%	70 22%	57 17%
NET: Any negative	336 34%	101 50%	40 19%	13 24%	44 39%	64 27%	170 33%	120 55%	36 20%	36 26%	107 34%	123 36%
Mean	-13.49	-28.47	9.00	-2.37	-22.33	-10.08	-12.53	-30.82	8.59	-5.13	-11.18	-14.31
Standard deviation	50.65	51.68	47.75	39.69	54.10	42.28	46.65	52.62	54.28	41.24	56.37	48.90
Standard error	1.60	3.52	3.19	5.56	5.16	2.79	2.08	3.41	3.75	3.73	3.09	2.65

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 16

Q6. Thinking about you and your family's personal circumstances, which of these statements comes closest to your view even if you don't completely agree with any of them?

Base: All respondents

	Gender		Age							Class				Region					NET: Eng- land
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West	Scot- land	
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
The economy is still not recovering from the recession	210 21%	104 21%	106 21%	23 19%	31 18%	43 25%	36 21%	33 22%	44 20%	46 17%	57 21%	45 21%	62 26%	55 20%	56 21%	42 18%	31 22%	26 29%	167 19%
The economy is recovering from the recession and I am feeling better off as a result	123 12%	74 15%	49 10%	18 15%	21 12%	14 8%	21 12%	18 12%	31 14%	41 15%	36 13%	28 13%	19 8%	41 15%	35 14%	28 11%	14 10%	5 6%	115 13%
The economy is recovering from the recession but I do not feel any better off	463 46%	203 42%	260 51%	49 41%	83 48%	78 47%	84 48%	72 48%	98 45%	122 46%	124 44%	104 48%	114 48%	111 41%	116 45%	122 51%	72 51%	43 48%	398 46%
The recession did not really make me any worse off in the first place	205 20%	108 22%	97 19%	30 25%	36 21%	33 20%	35 20%	26 18%	44 20%	58 22%	62 22%	42 19%	42 18%	63 23%	53 20%	49 20%	25 18%	15 17%	182 21%

Voting & Political Attitudes Poll

CATI Fieldwork : 9th - 11th May 2014

Absolutes/col percents

Table 16

Q6. Thinking about you and your family's personal circumstances, which of these statements comes closest to your view even if you don't completely agree with any of them?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
The economy is still not recovering from the recession	210 21%	18 9%	51 24%	8 15%	27 24%	46 20%	99 19%	28 13%	50 27%	19 14%	63 20%	72 21%
The economy is recovering from the recession and I am feeling better off as a result	123 12%	48 23%	12 6%	9 17%	9 8%	29 12%	59 11%	37 17%	11 6%	21 15%	48 15%	40 12%
The economy is recovering from the recession but I do not feel any better off	463 46%	85 42%	117 55%	22 41%	61 55%	114 48%	260 51%	98 45%	97 53%	72 52%	138 44%	173 51%
The recession did not really make me any worse off in the first place	205 20%	53 26%	33 15%	14 26%	14 13%	47 20%	95 19%	56 26%	25 14%	27 20%	65 21%	58 17%

Voting & Political Attitudes Poll

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Absolutes/col percents

Table 17

Q7. Thinking about the coalition government since 2010, made up of Conservatives and Liberal Democrats, do you think the Liberal Democrats have had too much influence over the decisions of the government, or not enough influence, or about the right amount of influence?

Base: All respondents

	Gender		Age						Class				Region					NET: Eng- land	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid- lands	North Eng- land	Wales & South West		Scot- land
Unweighted base	1001	476	525	86	168	166	195	168	218	384	240	140	237	269	261	244	141	86	864
Weighted base	1001	488	513	120	171	168	177	149	217	267	278	219	237	270	260	240	141	90	861
The Lib Dems seem to have too much influence within the coalition government	168 17%	84 17%	84 16%	13 11%	21 12%	28 17%	25 14%	21 14%	60 28%	42 16%	42 15%	44 20%	40 17%	52 19%	55 21%	33 14%	17 12%	11 12%	151 17%
The Lib Dems seem to have the right amount of influence within the coalition government	312 31%	160 33%	151 30%	38 32%	45 27%	54 32%	52 29%	53 36%	69 32%	94 35%	76 27%	70 32%	71 30%	71 26%	92 35%	70 29%	49 35%	29 32%	265 31%
The Lib Dems do not seem to have enough influence within the coalition government	421 42%	200 41%	221 43%	54 45%	78 46%	68 40%	80 45%	66 45%	75 35%	115 43%	124 44%	85 39%	98 41%	117 43%	86 33%	109 45%	63 44%	46 52%	351 41%
Don't know	100 10%	44 9%	56 11%	15 12%	27 16%	19 11%	20 11%	8 6%	12 6%	16 6%	36 13%	20 9%	28 12%	30 11%	26 10%	28 12%	13 9%	4 4%	95 11%

Voting & Political Attitudes Poll

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Absolutes/col percents

Table 17

Q7. Thinking about the coalition government since 2010, made up of Conservatives and Liberal Democrats, do you think the Liberal Democrats have had too much influence over the decisions of the government, or not enough influence, or about the right amount of influence?

Base: All respondents

	Voting Intention						Swing Vote	Vote in 2010			VI Conviction (Q4)	
	Total	Cons	Lab	Lib Dem	UKIP	DK/Ref		Cons	Lab	Lib Dem	Def vote that way	Might vote diff
Unweighted base	1001	215	224	51	110	229	503	238	209	122	333	341
Weighted base	1001	204	213	54	111	236	514	219	183	139	314	343
The Lib Dems seem to have too much influence within the coalition government	168 17%	71 35%	20 9%	1 2%	31 28%	29 12%	75 15%	81 37%	20 11%	8 6%	72 23%	57 17%
The Lib Dems seem to have the right amount of influence within the coalition government	312 31%	93 46%	47 22%	17 30%	36 32%	72 30%	176 34%	92 42%	41 23%	34 25%	97 31%	120 35%
The Lib Dems do not seem to have enough influence within the coalition government	421 42%	30 15%	135 64%	34 62%	36 32%	103 44%	221 43%	36 17%	110 60%	96 69%	130 41%	145 42%
Don't know	100 10%	10 5%	10 5%	3 5%	9 8%	32 14%	42 8%	9 4%	11 6%	-	15 5%	21 6%

Voting & Political Attitudes Poll
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Absolutes/col percents

Table 18
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Yes	603 60%	611 61%
No	398 40%	390 39%

Voting & Political Attitudes Poll
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Absolutes/col percents

Table 19
Is the house or flat in which you live...?
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Owners	647 65%	650 65%
Owned outright - without mortgage	290 29%	330 33%
Owned with a mortgage or loan	357 36%	320 32%
NET: Renters	329 33%	331 33%
Rented from the council	103 10%	140 14%
Rented from a housing association	77 8%	62 6%
Rented from someone else	149 15%	129 13%
Rent free	25 2%	19 2%

Voting & Political Attitudes Poll
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Absolutes/col percents

Table 20
How many cars are there in your household?
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
None	195 19%	210 21%
1	416 42%	420 42%
2	287 29%	280 28%
3+	103 10%	90 9%
Mean	1.35	1.30
Standard deviation	1.08	1.05
Standard error	0.03	0.03

Voting & Political Attitudes Poll
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Absolutes/col percents

Table 21
Current working status
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: Working	616 62%	560 56%
Working full time - working 30 hours per week or more	491 49%	440 44%
Working part time - working between 8 and 29 hours per week	125 12%	120 12%
NET: Not Working	385 38%	441 44%
Not working but seeking work or temporarily unemployed or sick	56 6%	77 8%
Not working and not seeking work/ student	42 4%	61 6%
Retired on a state pension only	112 11%	112 11%
Retired with a private pension	142 14%	149 15%
House person, housewife, househusband, etc.	33 3%	42 4%

Voting & Political Attitudes Poll
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Absolutes/col percents

Table 22
SEG
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
NET: AB	384 38%	267 27%
A	107 11%	76 8%
B	277 28%	192 19%
C1	240 24%	277 28%
C2	140 14%	218 22%
D	90 9%	83 8%
E	147 15%	155 15%
NET: DE	237 24%	238 24%

Voting & Political Attitudes Poll
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Absolutes/col percents

Table 23

Age**Base: All respondents**

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	86 9%	119 12%
25-34	168 17%	168 17%
35-44	166 17%	168 17%
45-54	195 19%	178 18%
55-64	168 17%	149 15%
65 or older	218 22%	218 22%
Average age	48.18	47.03

Voting & Political Attitudes Poll
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Absolutes/col percents

Table 24
Gender
Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	476 48%	490 49%
Female	525 52%	511 51%

Voting & Political Attitudes Poll
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Absolutes/col percents

Table 25
Region
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	1001	1001
Weighted base	1001	1001
Scotland	86 9%	90 9%
North East	50 5%	40 4%
North West	102 10%	110 11%
Yorkshire & Humberside	92 9%	90 9%
West Midlands	90 9%	90 9%
East Midlands	65 6%	70 7%
Wales	51 5%	50 5%
Eastern	106 11%	100 10%
London	134 13%	130 13%
South East	135 13%	140 14%
South West	90 9%	90 9%

Voting & Political Attitudes Poll
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Absolutes/col percents

Table 26

**Q.3 At the general election in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?
 And which party did you vote for in the general election in May 2010?**

Base: All respondents

	<u>Unweighted Total</u>	<u>Weighted Total</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	238 24%	219 22%
Labour	209 21%	183 18%
Liberal Democrat	122 12%	139 14%
Another party	59 6%	59 6%
Didn't vote	281 28%	313 31%
Refused	57 6%	55 6%
Don't know	35 3%	34 3%