Table 1

Q1. 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 in a new general election – on a scale of 0-10, where 0 means you definitely would not vote, and 10 means you are certain to vote. Base : All Respondents

	Total	S	ex			Ag	e				SEC	G			201	0 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
10 - certain to vote	539 54%	255 53%	284 55%	33 39%	60 33%	54 46%	122 54%	98 67%	171 72%	54 48%	141 57%	132 50%	213 56%	92 75%	221 74%	39 49%	53 20%	49 71%	212 70%	4 36%	122 69%	13 49%
9	40 4%	27 6%	13 3%	4 5%	5 3%	3 3%	10 4%	8 6%	10 4%	10 9%	11 4%	11 4%	8 2%	4 3%	12 4%	6 7%	9 3%	3 5%	9 3%	1 11%	9 5%	6 23%
8	96 10%	44 9%	52 10%	14 16%	22 12%	19 16%	20 9%	6 4%	14 6%	22 19%	20 8%	28 11%	27 7%	9 7%	22 7%	11 14%	25 9%	7 11%	35 12%	2 19%	15 8%	-
7	36 4%	22 4%	14 3%	5 6%	5 3%	9 8%	8 4%	2 1%	7 3%	3 3%	13 5%	9 4%	11 3%	3 2%	10 3%	3 3%	11 4%	6 9%	9 3%	2 22%	5 3%	-
6	18 2%	4 1%	14 3%	2 3%	6 3%	-	4 2%	4 3%	2 1%	2 1%	1 *	8 3%	7 2%	2 1%	7 2%	-	8 3%	-	6 2%	-	2 1%	1 2%
5	83 8%	40 8%	43 8%	7 8%	37 20%	4 4%	12 5%	10 7%	14 6%	12 11%	23 9%	16 6%	32 9%	5 4%	10 3%	17 21%	31 12%	2 3%	11 4%	1 12%	15 8%	2 8%
4	15 2%	9 2%	6 1%	1 1%	2 1%	1 1%	9 4%	1 *	1 1%	-	3 1%	6 2%	7 2%	-	-	2 2%	7 3%	1 1%	-	-	-	3 10%
3	14 1%	10 2%	4 1%	1 2%	6 3%	1 1%	5 2%	1 *	-	-	3 1%	2 1%	8 2%	-	3 1%	-	11 4%	1 2%	7 2%	-	3 2%	-
2	22 2%	11 2%	11 2%	1 1%	8 4%	3 3%	7 3%	-	3 1%	-	6 3%	4 2%	11 3%	3 3%	3 1%	1 1%	14 5%	-	10 3%	-	3 2%	2 8%
1	19 2%	12 2%	7 1%	5 6%	4 2%	3 3%	6 3%	-	1 *	1 1%	5 2%	6 2%	7 2%	2 1%	1 *	-	12 5%	-	2 1%	-	3 2%	-
0 - definitely would not vote	114 11%	47 10%	67 13%	10 12%	27 15%	19 17%	24 11%	16 11%	17 7%	9 8%	22 9%	38 15%	45 12%	3 2%	10 3%	2 3%	84 31%	-	-	-	-	-
(Refused)	4 *	3 1%	1 *	1 2%	2 1%		1 1%	:	-	2 1%	-	1 1%	1 *	-	-	-	3 1%	-	-	-	-	-
Mean Std. Dev. Std. Err.	7.49 3.53 0.11	7.54 3.45 0.16	7.44 3.61 0.15	6.90 3.62 0.46	6.17 3.64 0.32	7.01 3.84 0.40	7.42 3.58 0.28	8.21 3.27 0.23	8.57 2.91 0.16	7.97 2.94 0.33	7.73 3.37 0.21	7.21 3.72 0.23	7.39 3.64 0.19	8.93 2.40 0.22	8.95 2.32 0.12	8.01 2.55 0.36	4.50 3.96 0.24	9.17 1.56 0.20	8.89 2.15 0.12	8.23 1.76 0.62	8.80 2.25 0.18	8.00 2.82 0.59

Table 2

Q2. Weighted by normal weightings Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order] Base : Likely to vote in general election

	Total	S	ex			Ag	e				SEC	3			201	0 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	881	398	483	54	110	76	149	177	315	73	243	228	337	114	368	47	177	64	345	8	154	23
Weighted Total	882	433	449	74	155	97	203	129	222	104	225	222	331	120	288	78	181	68	301	11	176	27
Conservative	68 8%	39 9%	30 7%	3 4%	5 3%	11 11%	18 9%	9 7%	23 10%	20 19%	17 7%	11 5%	21 6%	49 41%	1 *	-	13 7%	68 100%	-	-	-	-
Labour	301 34%	135 31%	166 37%	34 46%	56 36%	30 31%	60 29%	34 26%	87 39%	29 28%	69 31%	76 34%	127 38%	7 6%	198 69%	20 26%	62 34%	-	301 100%	-	-	-
Liberal Democrat	11 1%	3 1%	8 2%	-	3 2%	1 1%	4 2%	-	2 1%	1 1%	2 1%	5 2%	3 1%	-	1 *	5 7%	-	-	-	11 100%	-	-
The UK Independence Party (UKIP)	176 20%	111 26%	65 14%	8 11%	25 16%	21 22%	38 19%	35 27%	49 22%	19 18%	52 23%	41 18%	65 20%	31 26%	26 9%	16 21%	29 16%	-	-	-	176 100%	-
The Green Party	9 1%	6 1%	2 1%	3 3%	-	-	1 1%	4 3%	1 *	1 1%	4 2%	2 1%	2 1%	1 1%	2 1%	2 3%	3 1%		-	-	-	9 32%
The British National Party (BNP)	9 1%	8 2%	1 *	2 3%	-	-	4 2%	3 2%	-	-	2 1%	2 1%	5 2%	-	-	-	4 2%	-	-	-	-	9 34%
Some other party	9 1%	7 2%	2 *	-	2 1%	1 1%	3 1%	3 2%	1 *	2 2%	4 2%		3 1%	-	2 1%	-	-	:	-	-	-	9 34%
(Don't know)	214 24%	87 20%	127 28%	21 29%	64 41%	21 21%	49 24%	26 20%	33 15%	25 24%	51 23%	61 28%	77 23%	26 21%	49 17%	33 43%	61 34%	-	-	-	-	-
(Refused)	83 9%	36 8%	47 11%	3 3%	-	13 13%	26 13%	15 12%	26 12%	6 6%	25 11%	24 11%	28 8%	6 5%	8 3%	1 1%	10 5%	-	-	-	-	-

Table 3

Q2. Weighted by normal weightings and likelihood to vote Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order] Base : Likely to vote in general election

	Total	S	ex			Ag	je				SEC	G			201	10 Vote			Va	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	881	398	483	54	110	76	149	177	315	73	243	228	337	114	368	47	177	64	345	8	154	23
Weighted Total	881	428	453	69	133	97	199	141	243	106	226	222	328	129	315	76	141	74	316	10	183	26
Conservative	74 8%	41 10%	33 7%	3 4%	6 4%	11 11%	18 9%	11 8%	26 11%	22 21%	17 8%	12 5%	23 7%	55 43%	1 *	-	12 8%	74 100%	-	-	-	-
Labour	316 36%	141 33%	176 39%	36 52%	52 39%	31 32%	62 31%	38 27%	98 40%	32 30%	74 33%	79 35%	132 40%	5 4%	221 70%	22 29%	55 39%	-	316 100%	-	-	-
Liberal Democrat	10 1%	3 1%	7 2%	-	3 2%	1 1%	5 2%	-	2 1%	1 1%	2 1%	4 2%	3 1%	-	1 *	5 7%	-	-	-	10 100%	-	-
The UK Independence Party (UKIP)	183 21%	118 28%	65 14%	9 12%	23 18%	20 20%	38 19%	39 28%	55 23%	21 20%	52 23%	43 19%	67 20%	35 27%	29 9%	18 23%	23 16%	-	-	-	183 100%	-
The Green Party	10 1%	7 2%	3 1%	3 4%	-	-	2 1%	4 3%	1 *	1 1%	4 2%	3 1%	2 1%	2 1%	2 1%	2 3%	3 2%	-	-	-	-	10 38%
The British National Party (BNP)	6 1%	6 1%	*	1 2%	-	-	2 1%	3 2%	-	-	1 *	3 1%	2 1%	-	-	-	2 1%	-	-	-	-	6 23%
Some other party	10 1%	8 2%	2 1%	-	2 2%	1 1%	3 1%	3 2%	1 *	2 2%	5 2%	-	4 1%	-	2 1%	-	-	-	-	-	-	10 39%
(Don't know)	181 21%	67 16%	114 25%	15 22%	47 35%	19 20%	43 22%	26 18%	31 13%	22 21%	43 19%	52 24%	64 20%	26 20%	49 16%	27 36%	38 27%		-	-	-	-
(Refused)	90 10%	37 9%	53 12%	2 3%	-	14 14%	27 14%	17 12%	29 12%	6 5%	28 12%	26 12%	30 9%	6 5%	9 3%	1 2%	9 6%	-	-	-	-	-

Table 4

Q2. Weighted by normal weightings, likelihood to vote and with undecided / refused removed Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order] Base : Likely to vote in general election

	Total	S	ex			Ac	le				SEC	3			201	10 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	594	289	305	36	63	51	93	118	233	51	161	145	237	85	298	29	109	64	345	8	154	23
Weighted Total	610	324	287	51	86	64	128	98	182	78	155	144	233	97	257	47	94	74	316	10	183	26
Conservative	74 12%	41 13%	33 12%	3 6%	6 7%	11 17%	18 14%	11 11%	26 14%	22 28%	17 11%	12 8%	23 10%	55 57%	1 1%	-	12 13%	74 100%	-	-	-	-
Labour	316 52%	141 43%	176 61%	36 70%	52 60%	31 48%	62 48%	38 38%	98 54%	32 40%	74 48%	79 55%	132 56%	5 5%	221 86%	22 47%	55 58%	-	316 100%	-	-	-
Liberal Democrat	10 2%	3 1%	7 2%	-	3 3%	1 2%	5 4%	-	2 1%	1 1%	2 1%	4 3%	3 1%	-	1 *	5 10%	-	-	-	10 100%	-	-
The UK Independence Party (UKIP)	183 30%	118 36%	65 23%	9 17%	23 27%	20 31%	38 30%	39 40%	55 30%	21 27%	52 34%	43 30%	67 29%	35 37%	29 11%	18 37%	23 24%	-	-	-	183 100%	-
The Green Party	10 2%	7 2%	3 1%	3 6%	-	-	2 1%	4 4%	1 *	1 1%	4 3%	3 2%	2 1%	2 2%	2 1%	2 5%	3 3%	-	-	-	-	10 38%
The British National Party (BNP)	6 1%	6 2%	*	1 2%	-	-	2 1%	3 3%	-	-	1 1%	3 2%	2 1%	-	-	-	2 2%	-	-	-	-	6 23%
Some other party	10 2%	8 2%	2 1%	-	2 2%	1 2%	3 2%	3 3%	1 *	2 3%	5 3%	-	4 2%	-	2 1%	-	-	-	-	-	-	10 39%

Table 5

Q2. Weighted by normal weightings, likelihood to vote, with undecided / refused removed and then reallocated based on 2010 vote Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order] Base : Likely to vote in general election

	Total	S	ex			Ag	e				SEC	3			201	0 Vote			Va	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	714	337	377	38	83	57	120	143	273	64	197	179	274	114	368	47	109	64	345	8	154	23
Weighted Total	664	346	319	53	97	68	145	107	195	86	169	160	249	113	286	56	94	74	316	10	183	26
Conservative	90 14%	45 13%	45 14%	3 5%	7 7%	13 20%	23 16%	13 12%	31 16%	25 29%	22 13%	17 10%	27 11%	72 63%	1 *	-	12 13%	74 100%	-	-	-	-
Labour	346 52%	155 45%	191 60%	36 69%	59 61%	32 46%	70 49%	43 41%	105 54%	34 40%	83 49%	87 55%	141 57%	5 4%	250 87%	22 40%	55 58%	-	316 100%	-	-	-
Liberal Democrat	19 3%	7 2%	12 4%	1 2%	5 6%	2 3%	7 5%	*	3 1%	3 3%	2 1%	7 5%	6 3%	-	1 *	14 24%	-	-	-	10 100%	-	-
The UK Independence Party (UKIP)	183 28%	118 34%	65 21%	9 16%	23 24%	20 29%	38 26%	39 36%	55 28%	21 24%	52 31%	43 27%	67 27%	35 31%	29 10%	18 32%	23 24%	-	-	-	183 100%	-
The Green Party	10 1%	7 2%	3 1%	3 6%	-	-	2 1%	4 4%	1 *	1 1%	4 3%	3 2%	2 1%	2 1%	2 1%	2 4%	3 3%	-	-	-	-	10 38%
The British National Party (BNP)	6 1%	6 2%	*	1 2%	-	-	2 1%	3 3%	-	-	1 1%	3 2%	2 1%	-	-	-	2 2%	-	-	-	-	6 23%
Some other party	10 2%	8 2%	2 1%	-	2 2%	1 2%	3 2%	3 3%	1 *	2 2%	5 3%	-	4 1%	-	2 1%	-		-	-	-	-	10 39%

Table 6

Standard voting intention figures

	Total	
Conservative	14%	
Labour	52%	
Liberal Democrat	3%	
The UK Independence Party (UKIP)	28%	
The Green Party	1%	
Other	2%	

Table 7

Q3. Weighted by normal weightings

Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]

Base : Likely to vote in general election

	Total	S	ex			Ag	le				SEC	3			20 ⁻	10 Vote			Vo	ting Intentic	n	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	881	398	483	54	110	76	149	177	315	73	243	228	337	114	368	47	177	64	345	8	154	23
Weighted Total	882	433	449	74	155	97	203	129	222	104	225	222	331	120	288	78	181	68	301	11	176	27
Conservative	65 7%	39 9%	26 6%	3 4%	5 3%	9 10%	17 8%	10 8%	21 10%	20 19%	14 6%	11 5%	20 6%	46 38%	1 *	-	10 6%	58 85%	1 *	-	5 3%	-
Labour	333 38%	145 34%	188 42%	36 49%	65 42%	37 38%	63 31%	40 31%	92 41%	27 26%	76 34%	89 40%	142 43%	11 9%	211 73%	21 27%	71 39%	4 6%	277 92%	2 19%	9 5%	3 11%
Liberal Democrat	17 2%	7 2%	10 2%	1 2%	2 2%	1 1%	7 4%	1 1%	4 2%	3 3%	3 1%	5 2%	6 2%	3 2%	2 1%	6 7%	1 1%	3 4%	-	7 63%	2 1%	1 4%
The UK Independence Party (UKIP)	164 19%	98 23%	67 15%	5 7%	27 17%	20 21%	36 18%	33 25%	43 20%	18 17%	49 22%	32 15%	65 20%	29 24%	23 8%	15 20%	29 16%	-	1 *	-	149 85%	3 9%
The Green Party	11 1%	9 2%	2 *	1 2%	3 2%	-	3 2%	2 2%	1 1%	2 2%	7 3%	1 1%	1 *	-	3 1%	3 4%	5 3%	-	4 1%	-	1 1%	4 16%
The British National Party (BNP)	6 1%	5 1%	1 *	-	-	-	4 2%	1 1%	1 *	-	2 1%	1 *	3 1%	1 1%	-	-	2 1%	-	-	-	-	5 20%
Some other party	9 1%	8 2%	1 *	-	3 2%	-	3 1%	3 2%	-	3 3%	4 2%	1 1%	1 *	-	-	-	2 1%	-	-	-	-	7 25%
(Don't know)	216 25%	97 22%	119 26%	26 36%	50 32%	21 21%	54 26%	25 20%	40 18%	25 24%	51 23%	62 28%	78 24%	25 21%	46 16%	32 41%	55 31%	4 5%	18 6%	2 18%	9 5%	4 15%
(Refused)	60 7%	25 6%	36 8%	1 2%	-	9 9%	17 8%	13 10%	20 9%	6 6%	18 8%	19 9%	17 5%	5 4%	3 1%	1 1%	6 3%	-	-	-	1 *	-

Table 8

Q3. Weighted by normal weightings and likelihood to vote

Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]

Base : Likely to vote in general election

	Total	s	ex			Ag	le				SEC	3			201	0 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	881	398	483	54	110	76	149	177	315	73	243	228	337	114	368	47	177	64	345	8	154	23
Weighted Total	881	428	453	69	133	97	199	141	243	106	226	222	328	129	315	76	141	74	316	10	183	26
Conservative	71 8%	42 10%	29 6%	3 4%	6 4%	10 10%	17 8%	12 8%	24 10%	22 21%	14 6%	13 6%	22 7%	52 40%	1 *	-	10 7%	64 86%	1 *	-	5 3%	-
Labour	345 39%	149 35%	196 43%	38 55%	59 45%	38 40%	63 32%	44 31%	102 42%	29 28%	78 35%	92 41%	146 45%	9 7%	234 74%	21 28%	61 43%	5 6%	292 92%	2 19%	10 5%	2 8%
Liberal Democrat	16 2%	7 2%	9 2%	1 2%	2 1%	1 1%	8 4%	1 1%	3 1%	2 2%	3 1%	6 2%	6 2%	3 2%	2 1%	6 7%	1 1%	3 4%	-	6 60%	2 1%	1 5%
The UK Independence Party (UKIP)	172 20%	104 24%	68 15%	5 7%	26 19%	20 20%	37 19%	36 26%	48 20%	20 19%	52 23%	34 15%	66 20%	34 26%	26 8%	16 22%	24 17%	-	1 *	-	156 85%	3 11%
The Green Party	12 1%	9 2%	2 *	1 2%	2 1%	-	4 2%	3 2%	2 1%	2 2%	7 3%	1 1%	1 *	-	3 1%	4 5%	4 3%	-	5 1%	-	1 *	5 19%
The British National Party (BNP)	4 *	3 1%	1 *	-	-	-	2 1%	2 1%	1 *	-	2 1%	1 *	1 *	1 1%	-	-	1 1%	-	-	-	-	3 13%
Some other party	8 1%	7 2%	2 *	-	3 2%	-	3 1%	3 2%	-	3 2%	5 2%	1 *	1 *	-	-	-	1 1%	-	-	-	-	7 28%
(Don't know)	188 21%	80 19%	108 24%	19 28%	36 27%	18 19%	49 25%	26 19%	39 16%	22 21%	45 20%	53 24%	67 20%	25 19%	46 15%	28 37%	34 24%	3 4%	17 5%	2 22%	9 5%	4 15%
(Refused)	65 7%	26 6%	39 9%	1 2%	-	9 10%	16 8%	15 11%	23 9%	6 5%	19 8%	21 10%	19 6%	5 4%	4 1%	1 2%	5 4%	-	-	-	1 *	-

Table 9

Q3. Weighted by normal weightings, likelihood to vote and with undecided / refused removed

Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]

Base : Likely to vote in general election

	Total	S	ex			Ag	е				SEC	3			201	0 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	615	289	326	35	75	54	97	123	231	53	168	150	244	87	307	29	119	60	326	7	144	19
Weighted Total	629	322	306	48	97	69	133	100	181	78	161	147	242	99	266	47	102	71	299	8	174	22
Conservative	71 11%	42 13%	29 9%	3 6%	6 6%	10 14%	17 13%	12 12%	24 13%	22 28%	14 9%	13 9%	22 9%	52 53%	1 *	-	10 9%	64 90%	1 *	-	5 3%	-
Labour	345 55%	149 46%	196 64%	38 79%	59 61%	38 56%	63 47%	44 44%	102 57%	29 37%	78 49%	92 62%	146 60%	9 9%	234 88%	21 45%	61 60%	5 6%	292 98%	2 24%	10 6%	2 10%
Liberal Democrat	16 3%	7 2%	9 3%	1 2%	2 2%	1 2%	8 6%	1 1%	3 2%	2 3%	3 2%	6 4%	6 2%	3 3%	2 1%	6 12%	1 1%	3 4%	-	6 76%	2 1%	1 6%
The UK Independence Party (UKIP)	172 27%	104 32%	68 22%	5 10%	26 27%	20 28%	37 28%	36 36%	48 27%	20 26%	52 32%	34 23%	66 27%	34 34%	26 10%	16 35%	24 24%	-	1 *	-	156 90%	3 14%
The Green Party	12 2%	9 3%	2 1%	1 3%	2 2%	-	4 3%	3 3%	2 1%	2 3%	7 4%	1 1%	1 *	-	3 1%	4 8%	4 4%	-	5 2%	-	1 *	5 23%
The British National Party (BNP)	4 1%	3 1%	1 *	-	-	-	2 1%	2 2%	1 *	-	2 1%	1 1%	1 1%	1 1%	-	-	1 1%	-	-	-	-	3 15%
Some other party	8 1%	7 2%	2 1%	-	3 3%	-	3 2%	3 3%	-	3 3%	5 3%	1 *	1 *	-	-	-	1 1%	-	-	-	-	7 33%

Table 10

Q3. Weighted by normal weightings, likelihood to vote, with undecided / refused removed and then reallocated based on 2010 vote

Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]

Base : Likely to vote in general election

	Total	s	ex			Ag	e				SEC	à			201	0 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	725	340	385	38	91	59	121	146	270	66	201	182	276	114	368	47	119	63	341	8	149	21
Weighted Total	677	345	332	50	106	73	148	108	193	86	174	161	256	114	291	55	102	72	305	9	176	22
Conservative	86 13%	48 14%	39 12%	4 8%	7 6%	12 16%	22 15%	13 12%	29 15%	25 29%	19 11%	17 10%	26 10%	67 59%	1 *	-	10 9%	65 90%	1 *	-	7 4%	-
Labour	370 55%	164 47%	206 62%	38 76%	64 61%	39 54%	70 48%	49 46%	109 57%	32 37%	86 49%	99 62%	153 60%	9 8%	259 89%	21 38%	61 60%	5 6%	297 98%	2 22%	10 5%	3 11%
Liberal Democrat	25 4%	10 3%	15 4%	2 4%	4 4%	2 3%	10 7%	2 2%	5 2%	4 4%	4 2%	9 5%	8 3%	3 3%	2 1%	14 26%	1 1%	3 4%	*	7 78%	2 1%	1 6%
The UK Independence Party (UKIP)	172 25%	104 30%	68 20%	5 10%	26 24%	20 27%	37 25%	36 34%	48 25%	20 23%	52 30%	34 21%	66 26%	34 30%	26 9%	16 30%	24 24%	-	1 *	-	156 89%	3 13%
The Green Party	12 2%	9 3%	2 1%	1 3%	2 2%	-	4 3%	3 2%	2 1%	2 3%	7 4%	1 1%	1 *	-	3 1%	4 6%	4 4%	-	5 2%	-	1 *	5 22%
The British National Party (BNP)	4 1%	3 1%	1 *	-	-	-	2 1%	2 2%	1 *	-	2 1%	1 1%	1 1%	1 1%	-	-	1 1%	-	-	-	-	3 15%
Some other party	8 1%	7 2%	2 *	-	3 3%	-	3 2%	3 2%	-	3 3%	5 3%	1 *	1 *	-	-	-	1 1%	-	-	-	-	7 32%

Table 11

Published voting intention figures (thinking about your constituency)

	Total	
Conservative	13%	
Labour	55%	
Liberal Democrat	4%	
The UK Independence Party (UKIP)	25%	
The Green Party	2%	
Other	2%	

Table 12

Q4. At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote? Base : All Respondents

	Total	S	ex			Ag	le				SEC	3			20 ⁻	10 Vote			V	oting Intenti	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
Voted	691 69%	335 69%	356 69%	27 32%	101 55%	76 65%	163 72%	114 78%	209 87%	83 73%	183 74%	173 66%	252 67%	123 100%	298 100%	80 100%	-	53 77%	233 77%	7 66%	137 78%	20 72%
Did not vote	268 27%	134 28%	134 26%	58 68%	69 37%	34 29%	55 24%	26 18%	25 10%	28 25%	56 23%	77 29%	107 28%	-	-	-	268 100%	13 18%	62 20%	-	29 16%	7 25%
(Don't know)	35 3%	11 2%	24 5%	-	14 8%	5 4%	8 4%	2 2%	5 2%	2 2%	8 3%	11 4%	13 4%	-	-	-	:	3 5%	7 2%	4 34%	9 5%	-
(Refused)	6 1%	2 1%	4 1%	-	-	2 1%	1 1%	3 2%	1 *	1 1%	-	1 1%	4 1%	-	-	-	-	-	-	-	1 1%	1 3%

Table 13

Q5. Could you tell me which party you voted for at the last general election back in May 2010? Was it Base : Voted in last general election in May 2010

	Total	S	ex			Ag	e				SE	G			201	0 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	692	309	383	17	67	57	112	150	289	57	198	182	255	117	379	49	-	49	279	5	113	15
Weighted Total	691	335	356	27	101	76	163	114	209	83	183	173	252	123	298	80	-	53	233	7	137	20
Conservative	123 18%	64 19%	59 17%	2 6%	11 11%	11 14%	32 19%	20 18%	48 23%	25 31%	35 19%	24 14%	38 15%	123 100%	-	-	-	49 92%	7 3%	-	31 23%	1 7%
Labour	298 43%	150 45%	149 42%	16 57%	49 48%	32 42%	58 36%	46 40%	97 47%	23 27%	70 38%	83 48%	122 49%	-	298 100%	-	-	1 2%	198 85%	1 16%	26 19%	4 18%
Liberal Democrats	80 12%	32 10%	48 13%	2 9%	24 24%	4 5%	22 14%	11 10%	16 8%	22 27%	17 9%	19 11%	21 8%	-	-	80 100%	-	-	20 9%	5 74%	16 12%	2 11%
Or another party?	87 13%	53 16%	34 9%	6 24%	9 9%	9 11%	24 15%	18 16%	21 10%	7 9%	29 16%	17 10%	33 13%	-	-	-	-	3 5%	6 3%	-	57 42%	9 43%
(Don't Know)	35 5%	11 3%	24 7%	1 4%	8 8%	8 10%	9 6%	3 3%	6 3%	2 2%	12 6%	5 3%	17 7%	-	-	-	-	-	1 1%	1 9%	6 4%	2 13%
(Refused)	68 10%	25 8%	42 12%	-	-	13 17%	18 11%	16 14%	21 10%	3 4%	19 10%	25 15%	20 8%	-	-	-	-	-	-	-	1 1%	2 8%

Table 14

Q6. Which of the following do you think would make the best Prime Minister? Base : All Respondents

	Total	S	ex			Ag	le				SEC	à			20 ⁻	10 Vote			Va	oting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
David Cameron	163 16%	92 19%	71 14%	8 9%	23 13%	18 16%	42 18%	21 15%	51 21%	35 31%	43 17%	33 13%	52 14%	75 61%	20 7%	15 19%	35 13%	64 93%	17 6%	2 17%	21 12%	2 6%
Ed Miliband	299 30%	139 29%	160 31%	32 38%	57 31%	27 24%	59 26%	44 30%	79 33%	21 18%	66 27%	83 31%	130 34%	8 6%	177 59%	24 30%	56 21%	-	202 67%	4 37%	16 9%	9 34%
Nick Clegg	30 3%	14 3%	16 3%	4 5%	8 4%	2 2%	6 3%	7 5%	3 1%	8 7%	7 3%	6 2%	10 3%	1 1%	4 1%	7 8%	10 4%	1 2%	4 1%	2 23%	1 *	1 4%
Nigel Farage	141 14%	87 18%	53 10%	5 6%	21 11%	19 16%	34 15%	24 17%	38 16%	13 11%	39 16%	34 13%	55 14%	21 17%	24 8%	9 11%	32 12%	1 1%	9 3%	1 10%	99 56%	1 4%
(Don't know)	316 32%	131 27%	185 36%	35 41%	67 36%	42 36%	72 31%	41 28%	59 25%	32 28%	74 30%	92 35%	117 31%	17 14%	66 22%	24 30%	122 46%	3 4%	68 23%	-	34 19%	11 40%
(Refused)	51 5%	19 4%	32 6%	1 2%	9 5%	8 7%	16 7%	8 5%	9 4%	6 5%	17 7%	14 5%	14 4%	1 1%	7 2%	1 2%	12 4%	-	1 *	1 12%	6 3%	3 12%

Table 15 Q7. Which of the following statements do you most agree with? Base : All Respondents

	Total	S	ex			Ag	e				SEC	à			20 1	0 Vote			Vo	oting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
I am satisfied with the job David Cameron is doing overall as Prime Minister	142 14%	69 14%	74 14%	11 12%	24 13%	13 11%	28 12%	19 13%	48 20%	22 20%	37 15%	32 12%	52 14%	49 40%	19 6%	10 13%	37 14%	37 54%	19 6%	1 12%	15 8%	2 9%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	243 24%	126 26%	117 23%	14 16%	40 22%	31 27%	69 30%	39 27%	50 21%	45 40%	71 29%	54 21%	72 19%	51 42%	55 19%	21 27%	52 19%	29 42%	36 12%	3 27%	60 34%	7 25%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister – AND I'd prefer to have Ed Miliband as Prime Minister instead.	402 40%	187 39%	215 42%	45 52%	82 45%	43 36%	81 35%	60 42%	92 38%	31 27%	89 36%	105 40%	177 47%	18 14%	187 63%	34 43%	104 39%	1 1%	230 76%	5 48%	56 32%	7 25%
(Don't know)	181 18%	90 19%	91 18%	15 17%	36 20%	23 20%	44 19%	20 14%	43 18%	12 11%	43 17%	64 24%	62 16%	4 3%	33 11%	13 17%	66 25%	1 2%	15 5%	1 12%	39 22%	9 33%
(Refused)	32 3%	11 2%	20 4%	2 2%	2 1%	7 6%	6 3%	7 5%	8 3%	3 3%	7 3%	7 3%	15 4%	2 1%	4 1%	1 1%	8 3%	-	1 *	-	6 4%	2 7%

Table 16

Q8. Which of the following do you most trust to manage the economy in the best interests of Britain? Base : All Respondents

	Total	s	Sex			Ag	le				SEC	G			20 [.]	10 Vote			Vo	oting Intenti	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
David Cameron and the Chancellor of the Exchequer, George Osborne	306 31%	174 36%	132 25%	17 20%	48 26%	33 28%	72 32%	50 34%	86 36%	59 52%	80 33%	68 26%	99 26%	101 82%	51 17%	27 34%	69 26%	61 89%	32 11%	2 17%	78 44%	9 31%
Ed Miliband and the Shadow Chancellor, Ed Balls	410 41%	184 38%	227 44%	46 54%	81 44%	41 35%	88 39%	60 41%	94 39%	29 25%	97 39%	109 42%	176 47%	15 12%	196 66%	36 45%	99 37%	5 7%	239 80%	6 59%	44 25%	9 34%
(Don't know)	283 28%	125 26%	159 31%	23 27%	55 30%	43 37%	68 30%	36 24%	59 25%	26 23%	70 28%	85 33%	102 27%	7 6%	51 17%	16 21%	101 38%	3 4%	30 10%	3 24%	54 31%	9 35%

Lord Ashcroft

Page 16

Table 17

Q9. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? David Cameron as Prime Minister

Base : All Respondents

	Total	S	ex			Ag	le				SEC	3			201	0 Vote			Vo	ting Intentio	n	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
10	8 1%	1 *	6 1%	1 1%	-	-	-	3 2%	4 1%	1 1%	3 1%	1 1%	3 1%	3 2%	1 *	-	2 1%	2 3%	1 *	-	1 1%	-
9	5 *	1 *	3 1%	-	-	1 1%	-	-	4 2%	1 1%	1 *	1 *	2 1%	2 1%	1 *	-	-	1 1%	2 1%	-	1 *	-
8	77 8%	33 7%	44 9%	5 6%	6 3%	7 6%	17 8%	10 7%	32 13%	8 7%	24 10%	18 7%	28 7%	33 27%	17 6%	2 3%	12 5%	22 33%	14 5%	-	18 10%	-
7	122 12%	65 13%	57 11%	11 13%	28 15%	16 14%	27 12%	13 9%	27 11%	20 18%	29 12%	29 11%	43 11%	28 23%	21 7%	13 17%	35 13%	26 38%	29 10%	1 11%	10 6%	1 5%
6	106 11%	60 13%	45 9%	8 9%	24 13%	9 7%	31 14%	13 9%	22 9%	14 12%	28 11%	27 10%	37 10%	21 17%	30 10%	8 10%	23 9%	7 10%	32 11%	1 6%	21 12%	3 10%
5	209 21%	90 19%	119 23%	21 24%	30 16%	26 22%	49 21%	36 25%	48 20%	34 30%	52 21%	55 21%	67 18%	17 14%	56 19%	33 42%	67 25%	8 11%	61 20%	4 40%	32 18%	6 22%
4	77 8%	39 8%	38 7%	7 9%	17 9%	11 9%	13 5%	11 8%	18 8%	5 4%	20 8%	20 8%	32 8%	6 5%	35 12%	11 14%	16 6%	1 1%	33 11%	2 19%	11 6%	4 13%
3	51 5%	23 5%	28 5%	4 5%	10 6%	5 4%	13 6%	13 9%	6 3%	11 9%	7 3%	12 5%	21 5%	2 2%	21 7%	4 5%	14 5%	-	21 7%	-	8 4%	-
2	67 7%	40 8%	27 5%	5 6%	9 5%	12 10%	19 8%	8 5%	15 6%	5 5%	17 7%	16 6%	29 8%	1 1%	29 10%	1 1%	22 8%	-	26 9%	-	14 8%	3 10%
1	38 4%	15 3%	22 4%	5 6%	9 5%	1 1%	10 4%	5 4%	8 3%	1 1%	9 4%	14 5%	13 3%	2 1%	15 5%	1 1%	11 4%	-	15 5%	1 12%	6 4%	1 5%
0	197 20%	105 22%	92 18%	12 13%	43 23%	25 21%	42 18%	27 19%	49 20%	9 8%	47 19%	58 22%	83 22%	7 6%	64 22%	5 7%	48 18%	1 2%	59 20%	-	50 29%	10 36%
(Don't know)	43 4%	11 2%	33 6%	6 7%	8 4%	6 5%	9 4%	6 4%	8 4%	4 4%	9 4%	10 4%	20 5%	1 1%	8 3%	1 1%	17 6%	-	7 2%	1 12%	4 2%	-
Mean Std. Dev. Std. Err.	4.08 2.74 0.09	3.97 2.74 0.13	4.20 2.74 0.12	4.28 2.59 0.34	3.77 2.71 0.24	3.95 2.69 0.29	4.07 2.65 0.21	4.04 2.69 0.19	4.36 2.94 0.16	4.91 2.25 0.25	4.22 2.78 0.17	3.85 2.76 0.17	3.90 2.79 0.15	6.15 2.24 0.21	3.56 2.59 0.13	4.85 1.83 0.26	3.99 2.61 0.16	6.95 1.54 0.19	3.76 2.59 0.14	4.58 1.74 0.66	3.59 2.91 0.24	2.79 2.53 0.53

Table 18

Q10. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? Ed Miliband as Leader of the Labour Party

Base : All Respondents

	Total	S	ex			Ag	e				SEC	G			201	0 Vote			Vo	ting Intentio	n	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
10	46 5%	14 3%	32 6%	5 6%	10 5%	2 2%	10 5%	3 2%	15 6%	4 3%	8 3%	14 5%	20 5%	-	27 9%	3 4%	6 2%	-	36 12%	2 18%	3 2%	-
9	35 3%	9 2%	26 5%	2 3%	7 4%	1 1%	6 3%	5 4%	13 5%	2 1%	5 2%	12 5%	16 4%	1 1%	21 7%	4 5%	7 3%	-	27 9%	-	3 1%	-
8	97 10%	37 8%	60 12%	9 10%	10 5%	6 5%	22 10%	17 12%	34 14%	4 3%	21 8%	26 10%	47 12%	5 4%	56 19%	5 6%	22 8%	2 3%	61 20%	-	4 2%	2 8%
7	112 11%	54 11%	58 11%	18 21%	27 15%	13 11%	18 8%	14 9%	22 9%	15 13%	31 13%	25 10%	41 11%	2 2%	53 18%	10 12%	24 9%	5 7%	57 19%	1 10%	9 5%	1 5%
6	82 8%	40 8%	42 8%	9 10%	17 9%	10 9%	16 7%	13 9%	17 7%	5 4%	20 8%	24 9%	34 9%	5 4%	27 9%	6 7%	27 10%	3 5%	32 11%	3 30%	9 5%	2 6%
5	181 18%	91 19%	90 17%	17 20%	35 19%	25 21%	41 18%	28 19%	35 15%	18 16%	45 18%	56 21%	62 16%	19 15%	47 16%	20 24%	54 20%	11 16%	47 16%	1 12%	25 14%	6 21%
4	57 6%	32 7%	25 5%	4 5%	11 6%	9 8%	11 5%	9 6%	14 6%	8 7%	18 7%	11 4%	20 5%	13 11%	11 4%	7 9%	13 5%	9 14%	11 4%	1 6%	10 5%	2 7%
3	68 7%	34 7%	34 6%	4 4%	10 6%	14 12%	17 7%	7 5%	15 6%	16 14%	15 6%	14 5%	22 6%	19 16%	15 5%	4 5%	22 8%	14 20%	12 4%	-	10 6%	1 3%
2	82 8%	58 12%	24 5%	1 1%	16 9%	6 5%	32 14%	6 4%	19 8%	13 11%	22 9%	13 5%	34 9%	18 15%	15 5%	9 11%	14 5%	7 11%	5 2%	-	32 18%	5 19%
1	42 4%	24 5%	18 4%	4 4%	10 6%	-	13 6%	5 3%	10 4%	11 10%	9 4%	8 3%	14 4%	8 6%	5 2%	5 6%	13 5%	5 7%	4 1%	-	10 6%	3 11%
0	132 13%	71 15%	62 12%	5 6%	17 9%	19 16%	31 14%	31 21%	29 12%	14 12%	38 15%	40 15%	41 11%	27 22%	11 4%	5 6%	41 15%	10 14%	1 *	3 24%	53 30%	6 21%
(Don't know)	67 7%	21 4%	46 9%	8 9%	14 8%	12 10%	10 4%	6 4%	18 7%	5 5%	15 6%	20 8%	27 7%	6 5%	11 4%	3 4%	25 9%	2 3%	9 3%	-	8 5%	-
Mean Std. Dev. Std. Err.	4.67 2.94 0.10	4.21 2.80 0.14	5.12 3.00 0.13	5.64 2.58 0.34	4.82 2.83 0.26	4.23 2.62 0.29	4.28 2.95 0.23	4.37 3.06 0.22	5.00 3.09 0.17	3.85 2.69 0.30	4.41 2.88 0.18	4.85 3.02 0.19	4.98 2.94 0.16	2.90 2.30 0.22	6.25 2.56 0.13	4.78 2.65 0.39	4.37 2.84 0.18	3.39 2.20 0.28	6.85 2.13 0.12	5.13 3.52 1.24	2.81 2.72 0.23	3.22 2.61 0.54

Table 19

Q11. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? Nick Clegg as Leader of the Liberal Democrats Base : All Respondents

	Total	S	ex			Ag	e				SEC	G			201	10 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
10	4 *	1 *	3 1%	-	-	-	4 2%	-	-	-	1 *	1 *	2 *	-	-	2 2%	-	-	-	4 40%	-	-
9	3 *	1 *	3 1%	-	-	-	-	1 *	3 1%	1 1%	-	1 *	2 *	1 1%	2 1%	-	1 *	1 1%	2 1%	-	1 *	:
8	26 3%	11 2%	14 3%	1 1%	4 2%	3 2%	6 3%	8 6%	3 1%	2 2%	3 1%	9 4%	11 3%	2 1%	6 2%	5 6%	7 3%	3 4%	8 3%	1 12%	6 3%	1 4%
7	32 3%	13 3%	19 4%	4 4%	12 7%	1 1%	4 2%	6 4%	5 2%	3 3%	7 3%	7 3%	14 4%	3 3%	11 4%	3 4%	9 3%	1 2%	12 4%	-	4 2%	-
6	47 5%	13 3%	34 6%	5 6%	10 6%	3 3%	10 4%	7 5%	11 5%	8 7%	7 3%	14 5%	18 5%	10 8%	13 4%	4 6%	15 6%	5 7%	18 6%	2 19%	3 2%	-
5	166 17%	76 16%	90 17%	20 23%	37 20%	26 22%	35 15%	20 14%	28 12%	25 22%	36 15%	46 18%	59 16%	15 12%	47 16%	22 27%	44 16%	12 17%	53 18%	2 23%	21 12%	3 9%
4	90 9%	37 8%	53 10%	7 8%	14 7%	13 11%	22 10%	13 9%	21 9%	7 6%	28 11%	28 11%	27 7%	21 17%	21 7%	8 10%	28 11%	12 18%	25 8%	-	8 4%	1 4%
3	81 8%	38 8%	43 8%	10 12%	16 9%	5 4%	20 9%	10 7%	21 9%	8 7%	17 7%	22 8%	34 9%	6 5%	26 9%	7 8%	28 10%	5 7%	29 10%	-	16 9%	2 8%
2	92 9%	56 12%	36 7%	4 4%	8 4%	12 10%	29 13%	14 9%	27 11%	15 13%	25 10%	20 8%	32 8%	16 13%	28 9%	9 12%	20 7%	8 12%	28 9%	1 6%	16 9%	-
1	79 8%	44 9%	35 7%	6 6%	12 7%	6 5%	26 11%	12 9%	17 7%	7 6%	19 8%	21 8%	32 8%	6 5%	29 10%	4 5%	21 8%	2 3%	27 9%	-	15 8%	3 13%
0	277 28%	160 33%	118 23%	16 19%	46 25%	31 26%	56 25%	45 31%	83 35%	32 28%	79 32%	65 25%	101 27%	36 29%	93 31%	14 18%	56 21%	17 25%	82 27%	-	74 42%	16 60%
(Don't know)	103 10%	33 7%	70 13%	14 16%	24 13%	18 15%	16 7%	9 6%	22 9%	6 5%	25 10%	27 10%	44 12%	7 5%	24 8%	1 1%	40 15%	2 3%	18 6%	-	13 8%	1 2%
Mean Std. Dev. Std. Err.	2.76 2.48 0.08	2.39 2.37 0.12	3.13 2.53 0.12	3.26 2.33 0.32	3.12 2.55 0.24	2.76 2.35 0.27	2.76 2.49 0.20	2.78 2.64 0.19	2.31 2.36 0.13	2.85 2.45 0.28	2.41 2.34 0.15	2.96 2.49 0.16	2.82 2.55 0.14	2.77 2.39 0.23	2.53 2.43 0.13	3.70 2.58 0.37	3.03 2.37 0.16	3.18 2.48 0.32	2.84 2.46 0.14	7.34 2.63 0.93	2.04 2.41 0.20	1.34 2.22 0.47

Table 20

Q12. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? Nigel Farage as Leader of the UK Independence Party (UKIP) Base : All Respondents

	Total	S	ex			Ag	е				SEC	G			201	0 Vote			Va	ting Intentio	n	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
10	59 6%	36 7%	23 4%	2 3%	11 6%	6 5%	12 5%	8 6%	19 8%	13 11%	16 7%	8 3%	22 6%	13 10%	6 2%	4 5%	13 5%	1 2%	4 1%	-	40 23%	1 4%
9	33 3%	18 4%	15 3%	-	5 3%	2 2%	6 2%	7 5%	13 5%	4 3%	9 4%	8 3%	12 3%	5 4%	10 3%	1 1%	8 3%	3 4%	6 2%	1 10%	13 7%	-
8	103 10%	62 13%	42 8%	6 7%	18 9%	12 10%	31 14%	17 11%	21 9%	13 11%	30 12%	26 10%	34 9%	17 14%	23 8%	12 14%	24 9%	10 14%	21 7%	2 18%	41 23%	2 9%
7	93 9%	48 10%	45 9%	12 14%	18 10%	7 6%	29 13%	11 7%	16 7%	14 13%	16 6%	33 13%	30 8%	14 12%	21 7%	5 6%	17 6%	8 12%	20 7%	-	21 12%	-
6	76 8%	43 9%	33 6%	5 6%	6 3%	13 11%	29 13%	12 8%	10 4%	12 10%	22 9%	18 7%	24 6%	11 9%	17 6%	7 9%	22 8%	7 10%	16 5%	1 11%	24 13%	3 10%
5	144 14%	74 15%	70 14%	18 21%	38 21%	16 13%	23 10%	22 15%	28 12%	14 12%	28 11%	50 19%	52 14%	10 8%	45 15%	14 17%	49 18%	6 9%	37 12%	-	22 12%	5 16%
4	62 6%	28 6%	34 7%	9 10%	11 6%	5 4%	16 7%	10 7%	11 5%	5 4%	21 8%	8 3%	28 7%	13 10%	22 7%	4 5%	13 5%	7 10%	23 8%	-	5 3%	2 6%
3	43 4%	16 3%	27 5%	1 1%	9 5%	4 4%	10 5%	7 5%	11 5%	2 1%	9 4%	12 5%	20 5%	9 7%	14 5%	5 6%	8 3%	2 4%	15 5%	-	4 2%	1 5%
2	45 4%	22 4%	23 4%	1 1%	11 6%	7 6%	6 3%	7 5%	12 5%	3 2%	15 6%	13 5%	14 4%	5 4%	18 6%	4 5%	8 3%	6 8%	22 7%	3 31%	-	-
1	36 4%	15 3%	21 4%	2 3%	5 3%	5 4%	8 3%	4 3%	12 5%	7 6%	7 3%	7 3%	14 4%	6 5%	13 4%	2 3%	9 3%	5 8%	16 5%	-	1 *	-
0	181 18%	82 17%	99 19%	15 17%	28 15%	24 20%	32 14%	23 16%	59 25%	17 15%	49 20%	45 17%	69 18%	12 10%	80 27%	15 19%	45 17%	9 13%	89 30%	3 30%	2 1%	12 45%
(Don't know)	125 13%	39 8%	86 17%	14 16%	23 13%	17 14%	27 12%	17 11%	28 12%	11 9%	24 10%	33 13%	57 15%	7 6%	30 10%	8 10%	51 19%	4 6%	32 11%	-	4 2%	1 4%
Mean Std. Dev. Std. Err.	4.62 3.20 0.11	4.96 3.20 0.16	4.27 3.17 0.15	4.44 2.86 0.40	4.68 3.07 0.29	4.27 3.23 0.36	5.09 3.04 0.25	4.80 3.15 0.24	4.24 3.54 0.21	5.25 3.33 0.39	4.56 3.29 0.22	4.59 3.03 0.20	4.47 3.21 0.18	5.43 3.09 0.29	3.67 3.11 0.17	4.47 3.16 0.48	4.58 3.14 0.21	4.62 2.98 0.38	3.27 3.02 0.17	3.62 3.61 1.28	7.40 2.11 0.17	3.09 3.29 0.70

Table 21

Q13. I would like to ask whether any of the main political parties have contacted you over the last few weeks – whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from: Base : All Respondents

	Total	S	ex			Ag	le				SE	3			20	10 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
The Conservatives	42 4%	20 4%	21 4%	6 7%	5 3%	5 4%	8 4%	4 3%	13 5%	3 3%	10 4%	15 6%	13 4%	10 8%	13 4%	3 4%	6 2%	3 4%	11 4%	1 6%	6 4%	3 10%
Labour	139 14%	68 14%	71 14%	12 14%	32 18%	14 12%	21 9%	22 15%	38 16%	11 9%	41 17%	35 13%	52 14%	18 14%	58 19%	19 23%	26 10%	11 16%	67 22%	2 19%	18 10%	-
The Lib Dems	24 2%	13 3%	11 2%	1 1%	4 2%	2 2%	7 3%	3 2%	8 3%	-	9 4%	10 4%	5 1%	4 3%	9 3%	2 3%	4 2%	3 5%	13 4%	1 12%	1 1%	-
UKIP	102 10%	52 11%	50 10%	5 5%	21 11%	10 8%	20 9%	16 11%	32 13%	8 7%	37 15%	29 11%	29 8%	15 13%	27 9%	14 17%	14 5%	14 20%	27 9%	3 31%	24 14%	1 5%
None of the above	731 73%	360 75%	371 72%	68 79%	134 73%	82 70%	177 78%	102 70%	168 70%	91 79%	164 66%	192 73%	284 75%	89 73%	216 73%	53 66%	211 79%	49 71%	209 69%	1 10%	126 71%	23 86%
(Don't know)	55 6%	18 4%	37 7%	5 6%	7 4%	9 8%	16 7%	6 4%	12 5%	5 4%	16 7%	15 6%	19 5%	3 2%	11 4%	2 2%	22 8%	1 1%	14 5%	3 29%	12 7%	-
(Refused)	13 1%	4 1%	9 2%	-	-	4 3%	1 1%	3 2%	5 2%	1 1%	5 2%	6 2%	2 *	2 1%	2 1%	1 2%	1 *	-	3 1%	1 12%	1 1%	-

Table 22

Q14.Which of the following would you MOST like to see as the outcome of the next election? Base : All Respondents

	Total	S	ex			Ag	е				SEC	3			201	0 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
A Conservative government	155 15%	88 18%	67 13%	5 6%	15 8%	15 13%	45 20%	21 14%	55 23%	30 26%	46 19%	33 13%	46 12%	74 61%	11 4%	1 1%	31 12%	60 88%	3 1%	1 6%	35 20%	4 16%
A coalition between the Conservatives and the Liberal Democrats	47 5%	25 5%	22 4%	4 4%	10 6%	4 3%	8 4%	10 7%	11 5%	12 10%	12 5%	11 4%	12 3%	11 9%	6 2%	11 14%	11 4%	5 7%	2 1%	1 12%	16 9%	-
A coalition between Labour and the Liberal Democrats	123 12%	66 14%	57 11%	13 15%	29 16%	13 11%	28 12%	20 13%	20 8%	18 16%	30 12%	30 12%	45 12%	7 6%	30 10%	36 45%	30 11%	-	37 12%	9 81%	24 14%	3 12%
A Labour government	403 40%	183 38%	220 42%	35 40%	77 42%	39 33%	93 41%	60 42%	99 41%	28 25%	94 38%	108 41%	172 46%	9 7%	216 72%	17 21%	95 35%	1 2%	244 81%	-	48 27%	12 45%
(Don't know)	226 23%	100 21%	126 24%	27 32%	49 27%	36 31%	48 21%	25 17%	39 16%	18 15%	55 22%	64 25%	90 24%	16 13%	31 10%	15 19%	87 32%	2 3%	13 4%	-	38 22%	6 23%
(Refuse)	46 5%	21 4%	25 5%	2 2%	4 2%	10 8%	6 3%	9 7%	16 7%	8 7%	11 4%	15 6%	13 3%	5 4%	4 1%	-	14 5%	-	2 1%	-	15 9%	1 3%

Table 23

Q15.And which of the following to do think is the MOST likely outcome of the next election? Base : All Respondents

	Total	Se	ex			Ag	e				SEC	à			201	0 Vote			Vo	ting Intentio	n	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
A Conservative government	179 18%	98 20%	81 16%	8 9%	19 10%	30 25%	54 24%	28 19%	42 17%	24 21%	53 21%	30 11%	73 19%	44 36%	43 15%	11 13%	41 15%	25 36%	38 12%	3 27%	37 21%	5 19%
A coalition between the Conservatives and the Liberal Democrats	103 10%	65 13%	38 7%	5 6%	24 13%	8 7%	31 13%	16 11%	20 8%	22 19%	25 10%	21 8%	35 9%	29 23%	18 6%	11 14%	30 11%	22 33%	14 5%	1 12%	17 10%	5 16%
A coalition between Labour and the Liberal Democrats	128 13%	70 14%	58 11%	12 14%	24 13%	18 15%	25 11%	25 17%	23 10%	20 18%	30 12%	36 14%	42 11%	9 7%	48 16%	16 19%	40 15%	3 5%	51 17%	1 12%	21 12%	3 12%
A Labour government	273 27%	120 25%	153 30%	34 40%	61 33%	28 24%	43 19%	33 23%	74 31%	23 20%	60 24%	73 28%	117 31%	13 11%	120 40%	18 23%	67 25%	2 2%	134 44%	3 32%	42 24%	9 32%
(Don't know)	295 30%	123 25%	172 33%	25 29%	56 30%	30 25%	72 32%	37 25%	75 31%	22 20%	74 30%	93 36%	106 28%	26 21%	67 22%	24 31%	84 31%	16 24%	62 21%	2 18%	56 32%	5 17%
(Refuse)	22 2%	8 2%	15 3%	2 2%	1 1%	4 3%	3 1%	6 4%	7 3%	3 3%	6 2%	8 3%	5 1%	2 1%	3 1%	-	7 3%	-	2 1%	-	3 2%	1 3%

Table 24 Q16. What is your age? Base : All Respondents

	Total	S	ex			Aç	ge				SEC	3			20 ⁻	10 Vote			Vo	oting Intenti	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
18-24	86 9%	48 10%	38 7%	86 100%	-	-	-	-	-	18 16%	13 5%	23 9%	31 8%	2 1%	16 5%	2 3%	58 22%	3 4%	34 11%	-	8 5%	5 18%
25-34	184 18%	86 18%	99 19%	-	184 100%	-	-	-	-	21 19%	37 15%	56 21%	70 19%	11 9%	49 16%	24 30%	69 26%	5 7%	56 19%	3 31%	25 14%	2 7%
35-44	117 12%	55 11%	62 12%	-	-	117 100%	-	-	-	7 6%	23 9%	28 11%	58 16%	11 9%	32 11%	4 5%	34 13%	11 15%	30 10%	1 11%	21 12%	1 4%
45-54	228 23%	113 23%	115 22%	-	-	-	228 100%	-	-	26 23%	59 24%	62 24%	81 22%	32 26%	58 19%	22 28%	55 21%	18 26%	60 20%	4 40%	38 21%	8 30%
55-64	145 15%	66 14%	80 15%	-	-	-	-	145 100%	-	16 14%	44 18%	39 15%	46 12%	20 16%	46 15%	11 14%	26 10%	9 14%	34 11%	-	35 20%	10 36%
65-74	140 14%	72 15%	68 13%	-	-	-	-	-	140 58%	16 14%	42 17%	32 12%	49 13%	30 24%	51 17%	12 14%	13 5%	11 16%	43 14%	1 12%	36 20%	-
75+	100 10%	44 9%	56 11%	-	-	-	-	-	100 42%	10 9%	28 11%	22 8%	40 11%	18 15%	46 16%	4 6%	12 4%	12 18%	44 15%	1 6%	14 8%	1 5%

Table 25 Q17. SEG Base : All Respondents

	Total	s	ex			Ag	e				SEC	3			201	0 Vote			Vo	oting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
AB	114 11%	54 11%	60 12%	18 21%	21 11%	7 6%	26 11%	16 11%	26 11%	114 100%	-	-	-	25 21%	23 8%	22 28%	28 10%	20 29%	29 10%	1 12%	19 11%	3 10%
C1	247 25%	127 26%	120 23%	13 16%	37 20%	23 20%	59 26%	44 30%	70 29%	-	247 100%	-	-	35 29%	70 24%	17 22%	56 21%	17 24%	69 23%	2 17%	52 29%	10 35%
C2	262 26%	118 24%	144 28%	23 27%	56 30%	28 24%	62 27%	39 27%	54 23%	-	-	262 100%	-	24 19%	83 28%	19 24%	77 29%	11 16%	76 25%	5 42%	41 23%	5 17%
DE	377 38%	184 38%	193 37%	31 36%	70 38%	58 50%	81 36%	46 32%	90 37%	-	-	-	377 100%	38 31%	122 41%	21 26%	107 40%	21 30%	127 42%	3 29%	65 37%	11 38%

Lord Ashcroft

Page 25

Table 26 Q18. Sex Base : All Respondents

	Total	S	ex			A	je				SEC	G			20	10 Vote			Vo	ting Intentio	on	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1000	448	552	63	134	93	170	201	339	82	266	270	382	117	379	49	268	64	345	8	154	23
Weighted Total	1000	483	517	86	184	117	228	145	240	114	247	262	377	123	298	80	268	68	301	11	176	27
Male	483 48%	483 100%	-	48 56%	86 46%	55 47%	113 49%	66 45%	116 49%	54 47%	127 52%	118 45%	184 49%	64 52%	150 50%	32 40%	134 50%	39 56%	135 45%	3 29%	111 63%	22 79%
Female	517 52%	-	517 100%	38 44%	99 54%	62 53%	115 51%	80 55%	123 51%	60 53%	120 48%	144 55%	193 51%	59 48%	149 50%	48 60%	134 50%	30 44%	166 55%	8 71%	65 37%	6 21%

Lord Ashcroft

Page 26

Page	Table	Title	Base Description	Base
1	1	Q1. 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 in a new general election – on a scale of 0-10, where 0 means you definitely would not vote, and 10 means you are certain to vote.	Base : All Respondents	1000
2	2	Q2. Weighted by normal weightings Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	881
3	3	Q2. Weighted by normal weightings and likelihood to vote Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	881
4	4	Q2. Weighted by normal weightings, likelihood to vote and with undecided / refused removed Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	594
5	5	 Q2. Weighted by normal weightings, likelihood to vote, with undecided / refused removed and then reallocated based on 2010 vote Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order] 	Base : Likely to vote in general election	714
6	6	Standard voting intention figures		
7	7	Q3. Weighted by normal weightings Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	881

Page	Table	Title	Base Description	Base
8	8	Q3. Weighted by normal weightings and likelihood to vote Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	881
9	9	Q3. Weighted by normal weightings, likelihood to vote and with undecided / refused removed Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	615
10	10	 Q3. Weighted by normal weightings, likelihood to vote, with undecided / refused removed and then reallocated based on 2010 vote Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order] 	Base : Likely to vote in general election	725
11	11	Published voting intention figures (thinking about your constituency)		_
12	12	Q4. At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?	Base : All Respondents	1000
13	13	Q5. Could you tell me which party you voted for at the last general election back in May 2010? Was it	Base : Voted in last general election in May 2010	692
14	14	Q6. Which of the following do you think would make the best Prime Minister?	Base : All Respondents	1000
15	15	Q7. Which of the following statements do you most agree with?	Base : All Respondents	1000
16	16	Q8. Which of the following do you most trust to manage the economy in the best interests of Britain?	Base : All Respondents	1000

Page	Table	Title	Base Description	Base
17	17	Q9. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? David Cameron as Prime Minister	Base : All Respondents	1000
18	18	Q10. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? Ed Miliband as Leader of the Labour Party	Base : All Respondents	1000
19	19	Q11. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? Nick Clegg as Leader of the Liberal Democrats	Base : All Respondents	1000
20	20	Q12. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? Nigel Farage as Leader of the UK Independence Party (UKIP)	Base : All Respondents	1000
21	21	Q13. I would like to ask whether any of the main political parties have contacted you over the last few weeks – whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from:	Base : All Respondents	1000
22	22	Q14.Which of the following would you MOST like to see as the outcome of the next election?	Base : All Respondents	1000
23	23	Q15.And which of the following to do think is the MOST likely outcome of the next election?	Base : All Respondents	1000
24	24	Q16. What is your age?	Base : All Respondents	1000
25	25	Q17. SEG	Base : All Respondents	1000
26	26	Q18. Sex	Base : All Respondents	1000