

Sheffield Hallam Poll
CATI Fieldwork : 20th - 22nd November 2014

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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
10 - certain to vote	683	320	363	65	86	96	133	98	205	293	222	99	69	129	97	285	57	108	158	89	71	64
	68%	66%	70%	52%	51%	74%	68%	74%	80%	67%	65%	80%	66%	75%	81%	75%	35%	73%	75%	82%	75%	72%
9	77	42	35	6	15	9	17	15	14	38	27	2	11	9	6	36	10	10	16	3	8	6
	8%	9%	7%	5%	9%	7%	9%	11%	5%	9%	8%	2%	10%	5%	5%	10%	6%	7%	7%	3%	9%	7%
8	58	28	31	7	19	6	11	8	8	27	17	10	4	17	3	15	15	18	15	5	1	3
	6%	6%	6%	6%	11%	5%	5%	6%	3%	6%	5%	8%	4%	10%	2%	4%	10%	12%	7%	4%	1%	3%
7	31	18	14	11	6	2	7	1	4	13	16	2	1	2	5	7	12	2	12	2	4	3
	3%	4%	3%	9%	4%	2%	4%	1%	1%	3%	5%	2%	1%	1%	4%	2%	8%	2%	6%	2%	4%	3%
6	22	13	9	6	5	2	3	1	5	8	10	2	3	7	1	4	6	4	2	-	2	3
	2%	3%	2%	5%	3%	2%	2%	1%	2%	2%	3%	1%	3%	4%	1%	1%	4%	3%	1%	-	2%	3%
5	47	21	27	9	7	7	11	2	12	25	15	3	4	5	4	15	10	2	5	7	7	2
	5%	4%	5%	7%	4%	6%	6%	1%	5%	6%	4%	3%	4%	3%	4%	4%	6%	2%	2%	6%	8%	2%
4	9	5	4	5	-	-	2	1	1	4	2	-	3	-	-	3	4	-	1	1	1	2
	1%	1%	1%	4%	-	-	1%	1%	*	1%	*	-	3%	-	-	1%	3%	-	1%	1%	1%	2%
3	10	7	3	5	1	1	2	-	*	2	7	-	1	-	-	-	10	3	1	-	-	3
	1%	1%	1%	4%	1%	1%	1%	-	*	*	2%	-	1%	-	-	-	6%	2%	1%	-	-	3%
2	18	5	13	3	7	2	3	1	-	8	4	2	4	-	2	10	5	-	-	2	-	4
	2%	1%	2%	3%	4%	2%	2%	1%	-	2%	1%	1%	4%	-	1%	3%	3%	-	-	2%	-	4%
1	6	5	1	1	2	2	1	-	-	2	1	3	-	1	-	-	5	-	-	-	-	-
	1%	1%	*	1%	1%	1%	1%	-	-	1%	*	2%	-	1%	-	-	3%	-	-	-	-	-
0 - definitely would not vote	39	19	20	6	17	2	4	6	6	13	19	1	6	3	2	4	25	-	-	-	-	-
	4%	4%	4%	5%	10%	1%	2%	4%	2%	3%	6%	1%	6%	2%	2%	1%	16%	-	-	-	-	-
(Refused)	3	3	-	-	2	-	1	-	*	2	1	-	-	-	-	-	1	-	-	-	-	-
	*	1%	-	-	1%	-	*	-	*	*	*	-	-	-	-	-	1%	-	-	-	-	-
Mean	8.68	8.63	8.72	7.72	7.69	9.00	8.84	9.11	9.27	8.75	8.49	9.16	8.41	9.18	9.28	9.18	6.36	9.29	9.37	9.34	9.24	8.88
Std. Dev.	2.60	2.62	2.57	3.03	3.41	2.23	2.30	2.27	1.93	2.44	2.80	2.13	2.96	1.89	1.91	1.98	3.79	1.46	1.34	1.68	1.59	2.26
Std. Err.	0.08	0.12	0.11	0.34	0.36	0.21	0.17	0.17	0.10	0.11	0.15	0.22	0.31	0.14	0.17	0.11	0.30	0.12	0.09	0.15	0.16	0.27

Lord Ashcroft

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	961	458	503	73	79	113	171	179	346	447	337	91	86	183	131	347	132	153	202	122	100	68
Weighted Total	962	462	500	119	149	128	189	128	249	420	320	123	98	170	118	374	135	148	211	109	94	88
Conservative	148 15%	81 18%	67 13%	9 8%	35 24%	12 9%	27 14%	23 18%	42 17%	76 18%	42 13%	17 14%	12 12%	94 56%	5 4%	31 8%	14 10%	148 100%	-	-	-	-
Labour	211 22%	101 22%	110 22%	34 29%	37 25%	29 22%	47 25%	28 22%	35 14%	75 18%	72 22%	42 34%	22 22%	5 3%	88 74%	73 19%	34 25%	-	211 100%	-	-	-
Liberal Democrat	109 11%	48 10%	61 12%	6 5%	4 3%	16 13%	16 9%	17 13%	50 20%	59 14%	33 10%	6 5%	12 12%	4 3%	-	89 24%	8 6%	-	-	109 100%	-	-
The UK Independence Party (UKIP)	94 10%	65 14%	29 6%	12 10%	6 4%	11 8%	24 13%	15 12%	27 11%	39 9%	29 9%	11 9%	15 16%	24 14%	3 2%	31 8%	10 7%	-	-	-	94 100%	-
The Green Party	80 8%	35 8%	45 9%	27 23%	20 13%	10 8%	14 7%	5 4%	5 2%	28 7%	36 11%	12 9%	5 5%	1 1%	7 6%	30 8%	20 14%	-	-	-	-	80 90%
Some other party	9 1%	6 1%	3 1%	3 2%	2 1%	-	4 2%	-	1 *	4 1%	1 *	1 1%	2 2%	2 1%	2 1%	2 *	3 3%	-	-	-	-	9 10%
(Don't know)	243 25%	92 20%	151 30%	24 20%	39 26%	38 30%	50 27%	29 23%	62 25%	111 26%	84 26%	24 19%	24 24%	34 20%	10 9%	110 30%	41 30%	-	-	-	-	-
(Refused)	68 7%	33 7%	35 7%	3 3%	5 4%	13 10%	8 4%	12 9%	27 11%	28 7%	23 7%	10 8%	7 8%	5 3%	3 2%	8 2%	5 4%	-	-	-	-	-

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	961	458	503	73	79	113	171	179	346	447	337	91	86	183	131	347	132	153	202	122	100	68
Weighted Total	961	459	502	106	141	129	189	134	261	419	318	126	97	175	123	384	113	152	218	113	97	87
Conservative	152 16%	82 18%	71 14%	9 9%	34 24%	12 9%	27 15%	24 18%	44 17%	80 19%	42 13%	18 14%	12 13%	99 56%	6 5%	33 9%	11 9%	152 100%	-	-	-	-
Labour	218 23%	102 22%	117 23%	32 30%	39 28%	30 23%	49 26%	30 23%	38 15%	79 19%	72 23%	44 35%	23 24%	5 3%	93 75%	78 20%	31 27%	-	218 100%	-	-	-
Liberal Democrat	113 12%	50 11%	63 13%	6 6%	5 3%	16 13%	15 8%	18 14%	52 20%	63 15%	33 10%	5 4%	11 11%	5 3%	-	92 24%	8 7%	-	-	113 100%	-	-
The UK Independence Party (UKIP)	97 10%	67 15%	30 6%	12 11%	6 4%	12 9%	24 13%	16 12%	28 11%	39 9%	31 10%	11 8%	16 17%	25 14%	3 2%	33 9%	10 9%	-	-	-	97 100%	-
The Green Party	80 8%	35 8%	45 9%	24 23%	21 15%	10 8%	14 8%	5 4%	5 2%	27 6%	37 12%	13 10%	3 3%	1 1%	8 6%	30 8%	18 16%	-	-	-	-	80 92%
Some other party	7 1%	5 1%	2 *	2 2%	* *	- -	4 2%	- -	* *	2 *	2 *	2 1%	2 2%	2 1%	* *	2 *	3 2%	-	-	-	-	7 8%
(Don't know)	222 23%	84 18%	138 28%	17 16%	30 21%	35 27%	47 25%	28 21%	64 24%	100 24%	77 24%	23 18%	21 22%	33 19%	10 8%	107 28%	28 24%	-	-	-	-	-
(Refused)	73 8%	36 8%	37 7%	4 3%	5 4%	14 11%	7 4%	13 9%	30 11%	29 7%	24 8%	11 9%	8 8%	5 3%	3 3%	9 2%	5 5%	-	-	-	-	-

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	645	332	313	55	55	70	119	123	223	302	221	63	59	138	116	236	83	153	202	122	100	68
Weighted Total	667	340	327	85	105	80	134	94	168	290	217	92	68	137	110	268	80	152	218	113	97	87
Conservative	152 23%	82 24%	71 22%	9 11%	34 33%	12 15%	27 21%	24 26%	44 27%	80 28%	42 19%	18 19%	12 18%	99 72%	6 5%	33 13%	11 13%	152 100%	-	-	-	-
Labour	218 33%	102 30%	117 36%	32 38%	39 37%	30 37%	49 37%	30 32%	38 23%	79 27%	72 33%	44 48%	23 34%	5 4%	93 85%	78 29%	31 38%	-	218 100%	-	-	-
Liberal Democrat	113 17%	50 15%	63 19%	6 8%	5 4%	16 21%	15 11%	18 19%	52 31%	63 22%	33 15%	5 5%	11 16%	5 3%	-	92 34%	8 11%	-	-	113 100%	-	-
The UK Independence Party (UKIP)	97 14%	67 20%	30 9%	12 14%	6 5%	12 15%	24 18%	16 17%	28 16%	39 13%	31 14%	11 12%	16 24%	25 19%	3 3%	33 12%	10 12%	-	-	-	97 100%	-
The Green Party	80 12%	35 10%	45 14%	24 28%	21 20%	10 13%	14 11%	5 5%	5 3%	27 9%	37 17%	13 14%	3 5%	1 1%	8 7%	30 11%	18 22%	-	-	-	-	80 92%
Some other party	7 1%	5 1%	2 1%	2 2%	* *	- -	4 3%	- -	* *	2 1%	2 1%	2 2%	2 3%	2 1%	*	2 1%	3 3%	-	-	-	-	7 8%

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Table 5
Q2. Weighted by Normal weighting, likely 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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	823	402	421	57	66	95	151	159	295	387	284	77	75	183	131	347	83	153	202	122	100	68
Weighted Total	727	364	364	86	112	92	146	103	187	318	237	99	74	156	117	302	80	152	218	113	97	87
Conservative	171	89	82	9	38	14	31	28	51	91	49	18	13	118	6	33	11	152	-	-	-	-
	24%	25%	23%	11%	34%	15%	21%	28%	27%	28%	21%	18%	18%	76%	5%	11%	13%	100%	-	-	-	-
Labour	225	106	120	32	39	34	50	31	40	80	75	46	25	5	100	78	31	-	218	-	-	-
	31%	29%	33%	37%	35%	36%	34%	30%	21%	25%	32%	46%	33%	3%	86%	26%	38%	-	100%	-	-	-
Liberal Democrat	147	62	85	7	8	23	23	23	63	79	43	10	15	5	-	126	8	-	-	113	-	-
	20%	17%	23%	9%	7%	25%	16%	22%	34%	25%	18%	10%	20%	3%	-	42%	11%	-	-	100%	-	-
The UK Independence Party (UKIP)	97	67	30	12	6	12	24	16	28	39	31	11	16	25	3	33	10	-	-	-	97	-
	13%	18%	8%	13%	5%	13%	17%	15%	15%	12%	13%	11%	22%	16%	2%	11%	12%	-	-	-	100%	-
The Green Party	80	35	45	24	21	10	14	5	5	27	37	13	3	1	8	30	18	-	-	-	-	80
	11%	10%	12%	28%	19%	11%	10%	5%	3%	9%	16%	13%	4%	1%	7%	10%	22%	-	-	-	-	92%
Some other party	7	5	2	2	*	-	4	-	*	2	2	2	2	2	*	2	3	-	-	-	-	7
	1%	1%	1%	2%	*	-	3%	-	*	1%	1%	2%	2%	1%	*	1%	3%	-	-	-	-	8%

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Table 6
Standard voting intention figures

	Total
Conservative	24%
Labour	31%
Liberal Democrat	20%
The UK Independence Party (UKIP)	13%
The Green Party	11%
Other	1%

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	961	458	503	73	79	113	171	179	346	447	337	91	86	183	131	347	132	153	202	122	100	68
Weighted Total	962	462	500	119	149	128	189	128	249	420	320	123	98	170	118	374	135	148	211	109	94	88
Conservative	121 13%	72 16%	49 10%	7 6%	24 16%	10 8%	26 14%	17 14%	37 15%	68 16%	29 9%	12 10%	12 12%	84 49%	1 1%	22 6%	11 8%	110 74%	1 1%	- -	2 2%	- -
Labour	209 22%	99 21%	110 22%	37 31%	37 25%	27 21%	49 26%	25 20%	34 14%	66 16%	75 23%	40 33%	28 29%	7 4%	86 73%	74 20%	32 24%	2 2%	186 88%	2 2%	4 4%	5 6%
Liberal Democrat	169 18%	75 16%	93 19%	9 8%	14 10%	24 19%	28 15%	29 23%	64 26%	90 21%	50 16%	14 11%	15 15%	18 10%	3 2%	127 34%	11 8%	18 12%	10 5%	98 90%	7 7%	1 1%
The UK Independence Party (UKIP)	92 10%	66 14%	26 5%	12 10%	4 2%	13 10%	23 12%	14 11%	27 11%	40 10%	26 8%	14 11%	12 12%	23 13%	4 3%	31 8%	10 7%	4 2%	1 *	1 1%	78 82%	4 5%
The Green Party	72 7%	34 7%	38 8%	20 17%	22 15%	9 7%	10 5%	6 5%	5 2%	22 5%	36 11%	10 8%	3 3%	1 1%	7 6%	30 8%	17 13%	- -	4 2%	1 1%	- -	63 71%
Some other party	2 *	1 *	1 *	1 1%	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	2 2%
(Don't know)	241 25%	90 19%	152 30%	29 24%	41 28%	38 30%	47 25%	25 20%	61 24%	112 27%	83 26%	25 20%	22 22%	35 21%	14 12%	84 23%	48 36%	14 10%	8 4%	8 7%	4 5%	12 13%
(Refused)	55 6%	25 5%	30 6%	3 3%	7 5%	8 6%	6 3%	11 8%	20 8%	22 5%	19 6%	9 7%	6 6%	3 2%	3 2%	5 1%	4 3%	- -	- -	- -	- -	2 2%

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	961	458	503	73	79	113	171	179	346	447	337	91	86	183	131	347	132	153	202	122	100	68
Weighted Total	961	459	502	106	141	129	189	134	261	419	318	126	97	175	123	384	113	152	218	113	97	87
Conservative	124 13%	72 16%	51 10%	7 6%	23 16%	10 8%	26 14%	19 14%	39 15%	70 17%	29 9%	13 10%	12 13%	87 50%	1 1%	24 6%	8 7%	113 74%	2 1%	- -	1 1%	- -
Labour	215 22%	99 22%	116 23%	34 32%	38 27%	28 22%	52 27%	27 20%	37 14%	68 16%	75 24%	42 34%	29 30%	7 4%	92 74%	78 20%	28 25%	2 2%	194 89%	2 2%	4 4%	4 5%
Liberal Democrat	174 18%	78 17%	96 19%	9 9%	15 11%	24 18%	27 14%	31 23%	68 26%	96 23%	51 16%	13 10%	15 15%	19 11%	3 2%	133 35%	11 9%	19 13%	11 5%	102 90%	7 7%	1 1%
The UK Independence Party (UKIP)	94 10%	67 15%	27 5%	11 10%	3 2%	14 11%	24 13%	15 11%	28 11%	40 9%	28 9%	13 10%	13 13%	24 14%	4 3%	33 9%	8 7%	4 3%	1 *	1 1%	80 83%	4 4%
The Green Party	73 8%	34 7%	39 8%	18 17%	22 16%	9 7%	10 6%	7 5%	6 2%	22 5%	36 11%	11 9%	3 3%	1 1%	8 6%	31 8%	16 14%	- -	4 2%	1 1%	- -	65 75%
Some other party	2 *	1 *	2 *	2 1%	- -	- -	1 *	- -	- -	1 *	2 *	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	2 3%
(Don't know)	222 23%	81 18%	141 28%	22 21%	34 24%	36 28%	44 23%	25 18%	61 23%	102 24%	78 24%	23 18%	19 19%	34 19%	14 11%	79 21%	36 32%	14 9%	7 3%	7 7%	4 4%	10 11%
(Refused)	57 6%	27 6%	30 6%	4 3%	6 4%	8 6%	6 3%	12 9%	22 8%	21 5%	20 6%	10 8%	6 7%	3 2%	2 1%	5 1%	4 4%	- -	- -	- -	- -	* *

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	663	344	319	52	52	73	123	129	234	310	226	65	62	143	112	262	80	141	193	113	94	58
Weighted Total	682	351	331	80	101	84	140	98	178	296	221	93	72	139	107	299	73	139	211	105	92	77
Conservative	124	72	51	7	23	10	26	19	39	70	29	13	12	87	1	24	8	113	2	-	1	-
	18%	21%	15%	8%	23%	12%	19%	19%	22%	23%	13%	14%	17%	63%	1%	8%	11%	81%	1%	-	1%	-
Labour	215	99	116	34	38	28	52	27	37	68	75	42	29	7	92	78	28	2	194	2	4	4
	32%	28%	35%	43%	37%	33%	37%	27%	21%	23%	34%	46%	40%	5%	85%	26%	38%	2%	92%	2%	4%	6%
Liberal Democrat	174	78	96	9	15	24	27	31	68	96	51	13	15	19	3	133	11	19	11	102	7	1
	26%	22%	29%	12%	15%	28%	19%	32%	38%	32%	23%	14%	20%	14%	2%	45%	15%	14%	5%	96%	8%	1%
The UK Independence Party (UKIP)	94	67	27	11	3	14	24	15	28	40	28	13	13	24	4	33	8	4	1	1	80	4
	14%	19%	8%	13%	3%	16%	17%	15%	16%	13%	13%	14%	18%	18%	4%	11%	11%	3%	*	1%	87%	5%
The Green Party	73	34	39	18	22	9	10	7	6	22	36	11	3	1	8	31	16	-	4	1	-	65
	11%	10%	12%	23%	22%	11%	7%	3%	3%	16%	12%	4%	4%	1%	7%	10%	22%	-	2%	1%	-	85%
Some other party	2	1	2	2	-	-	1	-	-	1	2	-	-	-	-	-	2	-	-	-	-	2
	*	*	*	2%	-	-	*	-	-	*	1%	-	-	-	-	-	3%	-	-	-	-	3%

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Table 10

Q3. Weighted by Normal weighting, likely 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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	818	403	415	55	64	91	153	159	296	386	281	78	73	183	131	347	80	150	198	118	97	64
Weighted Total	734	370	363	82	110	93	150	106	194	320	239	99	76	157	115	324	73	144	212	106	93	77
Conservative	142	80	62	7	28	11	30	21	45	79	36	15	12	106	1	24	8	116	2	*	1	*
	19%	22%	17%	8%	26%	12%	20%	20%	23%	25%	15%	15%	16%	67%	1%	7%	11%	81%	1%	*	2%	*
Labour	223	102	121	34	39	31	53	28	39	71	79	44	30	7	100	78	28	4	195	2	4	5
	30%	28%	33%	42%	35%	34%	35%	26%	20%	22%	33%	44%	40%	4%	86%	24%	38%	2%	92%	2%	5%	6%
Liberal Democrat	200	87	112	10	18	28	32	35	77	108	58	17	17	19	3	159	11	20	11	102	7	1
	27%	24%	31%	13%	16%	30%	21%	33%	40%	34%	24%	17%	23%	12%	2%	49%	15%	14%	5%	96%	8%	2%
The UK Independence Party (UKIP)	94	67	27	11	3	14	24	15	28	40	28	13	13	24	4	33	8	4	1	1	80	4
	13%	18%	7%	13%	3%	15%	16%	14%	14%	12%	12%	13%	17%	16%	4%	10%	11%	3%	*	1%	86%	5%
The Green Party	73	34	39	18	22	9	10	7	6	22	36	11	3	1	8	31	16	-	4	1	-	65
	10%	9%	11%	22%	20%	10%	7%	6%	3%	7%	15%	11%	4%	1%	7%	10%	22%	-	2%	1%	-	85%
Some other party	2	1	2	2	-	-	1	-	-	1	2	-	-	-	-	-	2	-	-	-	-	2
	*	*	*	2%	-	-	*	-	-	*	1%	-	-	-	-	-	3%	-	-	-	-	3%

Lord Ashcroft

Sheffield Hallam Poll
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Table 11
Published voting intention figures (thinking about your constituency)

	Total
Conservative	19%
Labour	30%
Liberal Democrat	27%
The UK Independence Party (UKIP)	13%
The Green Party	10%

Other *

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
Voted	820	388	431	52	127	115	173	119	234	364	269	102	85	173	120	378	-	134	175	97	82	65
	82%	80%	83%	42%	75%	89%	89%	90%	92%	84%	79%	82%	81%	100%	100%	100%	-	90%	83%	89%	87%	74%
Did not vote	162	84	78	68	37	11	20	12	14	63	63	18	18	-	-	-	162	14	34	8	10	23
	16%	17%	15%	54%	22%	8%	10%	9%	6%	14%	18%	15%	17%	-	-	-	100%	9%	16%	8%	11%	26%
(Don't know)	16	8	8	5	2	4	1	1	4	8	5	2	1	-	-	-	-	1	2	3	3	-
	2%	2%	1%	4%	1%	3%	*	1%	1%	2%	1%	2%	1%	-	-	-	-	*	1%	3%	3%	-
(Refused)	6	4	3	-	2	-	-	1	4	1	4	2	-	-	-	-	-	-	-	1	-	-
	1%	1%	1%	-	1%	-	-	1%	1%	*	1%	2%	-	-	-	-	-	-	-	1%	-	-

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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 general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	820	387	433	26	63	99	150	163	319	387	283	73	77	186	133	349	-	138	170	108	86	51
Weighted Total	820	388	431	52	127	115	173	119	234	364	269	102	85	173	120	378	-	134	175	97	82	65
Conservative	173	94	79	8	30	18	38	22	56	100	44	14	15	173	-	-	-	94	5	4	24	3
	21%	24%	18%	15%	24%	16%	22%	18%	24%	27%	16%	14%	18%	100%	-	-	-	70%	3%	4%	30%	5%
Labour	120	48	72	2	23	21	29	16	29	36	44	24	16	-	120	-	-	5	88	-	3	9
	15%	12%	17%	3%	19%	18%	17%	13%	12%	10%	16%	24%	19%	-	100%	-	-	4%	50%	-	4%	14%
Liberal Democrats	378	169	209	26	58	51	74	61	107	170	120	49	38	-	-	378	-	31	73	89	31	31
	46%	43%	48%	51%	46%	45%	43%	51%	46%	47%	45%	48%	45%	-	-	100%	-	23%	42%	92%	38%	48%
Or another party?	50	30	21	4	7	5	15	7	11	18	21	8	3	-	-	-	-	-	5	1	18	19
	6%	8%	5%	8%	5%	5%	9%	6%	5%	5%	8%	8%	4%	-	-	-	-	-	3%	1%	22%	30%
(Don't Know)	31	15	16	10	-	8	5	1	7	15	8	4	4	-	-	-	-	2	2	2	5	3
	4%	4%	4%	19%	-	7%	3%	1%	3%	4%	3%	3%	5%	-	-	-	-	1%	1%	2%	6%	4%
(Refused)	68	32	35	2	8	11	11	12	23	24	32	3	8	-	-	-	-	1	3	1	1	-
	8%	8%	8%	4%	6%	10%	6%	10%	10%	7%	12%	3%	10%	-	-	-	-	1%	2%	1%	1%	-

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Table 14
Q6. Which of the following do you think would make the best Prime Minister?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
David Cameron	290	159	131	25	39	36	55	42	93	146	100	22	22	119	11	95	30	126	15	35	19	6
	29%	33%	25%	20%	24%	28%	29%	31%	36%	34%	29%	18%	21%	69%	9%	25%	18%	85%	7%	32%	21%	7%
Ed Miliband	210	99	111	31	39	29	46	29	36	77	78	39	16	5	71	85	36	-	143	5	2	30
	21%	20%	21%	25%	23%	23%	24%	22%	14%	18%	23%	31%	15%	3%	59%	23%	22%	-	68%	4%	2%	34%
Nick Clegg	106	46	59	10	21	10	20	13	31	55	27	13	11	8	2	65	14	9	3	56	-	11
	11%	10%	11%	8%	13%	8%	10%	10%	12%	13%	8%	10%	11%	5%	2%	17%	9%	6%	1%	51%	-	13%
Nigel Farage	94	61	33	13	17	7	20	14	22	37	29	16	12	23	4	29	16	4	3	3	55	7
	9%	13%	6%	10%	10%	6%	11%	10%	9%	9%	8%	13%	11%	13%	3%	8%	10%	3%	2%	3%	59%	8%
(Don't know)	268	100	167	42	42	41	49	30	63	109	90	32	37	16	29	98	54	7	41	10	16	31
	27%	21%	32%	34%	25%	32%	25%	22%	25%	25%	26%	26%	35%	10%	24%	26%	33%	4%	20%	10%	17%	36%
(Refused)	37	18	18	4	8	5	3	6	11	9	18	2	8	1	3	5	12	1	5	-	2	3
	4%	4%	4%	4%	5%	4%	1%	5%	4%	2%	5%	1%	8%	1%	3%	1%	7%	1%	2%	-	2%	3%

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

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
I am satisfied with the job that David Cameron is doing overall as Prime Minister	264 26%	142 29%	122 23%	23 19%	47 28%	34 26%	43 22%	35 26%	81 32%	120 28%	78 23%	31 25%	34 33%	82 48%	8 7%	100 27%	34 21%	93 63%	21 10%	47 43%	19 20%	4 5%
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	332 33%	152 31%	181 35%	45 36%	54 32%	40 31%	70 36%	37 28%	86 34%	163 37%	110 32%	30 24%	30 28%	78 45%	30 25%	125 33%	49 30%	53 36%	31 15%	39 36%	48 51%	24 27%
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	291 29%	138 28%	154 30%	46 37%	50 30%	36 28%	61 31%	42 32%	56 22%	112 26%	103 30%	49 39%	28 27%	8 5%	78 65%	118 31%	54 33%	1 1%	154 73%	14 13%	15 16%	48 55%
(Don't know)	93 9%	45 9%	49 9%	7 6%	15 9%	12 10%	19 10%	14 11%	26 10%	36 8%	39 12%	9 7%	9 9%	4 2%	4 4%	30 8%	22 14%	2 1%	4 2%	6 5%	11 12%	7 8%
(Refused)	23 2%	9 2%	15 3%	3 2%	2 1%	6 5%	1 1%	5 3%	6 2%	5 1%	10 3%	5 4%	3 3%	1 *	- -	4 1%	4 2%	- -	- -	2 2%	1 1%	5 5%

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
David Cameron and the Chancellor of the Exchequer, George Osborne	494 49%	252 52%	242 46%	48 38%	71 42%	60 47%	89 46%	66 49%	161 63%	243 56%	163 48%	46 37%	42 40%	157 91%	13 11%	192 51%	68 42%	143 96%	22 10%	79 72%	61 64%	19 22%
Ed Miliband and the Shadow Chancellor, Ed Balls	323 32%	157 32%	166 32%	52 42%	62 37%	42 32%	66 34%	45 34%	56 22%	122 28%	106 31%	59 48%	36 34%	7 4%	88 73%	137 36%	54 33%	1 *	170 81%	16 14%	14 15%	48 54%
(Don't know)	187 19%	75 15%	112 22%	24 20%	35 21%	28 21%	39 20%	22 17%	39 15%	70 16%	71 21%	20 16%	27 26%	9 5%	19 16%	49 13%	40 25%	5 3%	19 9%	15 14%	20 21%	21 24%

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
10	13 1%	5 1%	9 2%	-	2 1%	1 1%	1 1%	2 1%	7 3%	5 1%	4 1%	-	5 4%	6 4%	1 *	6 2%	1 *	9 6%	1 *	2 2%	-	-
9	17 2%	8 2%	9 2%	-	3 2%	2 2%	2 1%	2 1%	8 3%	9 2%	3 1%	5 4%	-	6 4%	-	10 3%	-	10 7%	1 1%	3 3%	1 1%	-
8	98 10%	48 10%	50 10%	4 3%	7 4%	6 4%	15 8%	19 14%	48 19%	47 11%	30 9%	9 8%	11 11%	44 25%	4 4%	35 9%	7 4%	45 31%	4 2%	21 19%	10 11%	1 1%
7	198 20%	105 22%	94 18%	20 16%	40 24%	22 17%	41 21%	24 18%	51 20%	94 22%	68 20%	17 14%	19 18%	52 30%	7 6%	79 21%	29 18%	52 35%	19 9%	30 27%	13 14%	7 8%
6	147 15%	72 15%	75 14%	33 26%	19 11%	24 19%	25 13%	21 16%	25 10%	72 17%	52 15%	11 9%	12 11%	24 14%	10 8%	58 15%	28 17%	17 12%	18 9%	16 14%	18 20%	12 13%
5	190 19%	85 18%	104 20%	18 14%	31 19%	25 19%	49 25%	22 17%	45 18%	77 18%	62 18%	30 24%	22 21%	25 14%	26 22%	69 18%	32 19%	11 7%	42 20%	21 19%	23 24%	20 23%
4	97 10%	48 10%	49 9%	14 12%	19 11%	11 8%	25 13%	9 7%	18 7%	40 9%	35 10%	11 9%	11 10%	5 3%	19 15%	42 11%	14 9%	1 1%	41 19%	5 4%	5 5%	15 17%
3	78 8%	39 8%	39 8%	15 12%	23 13%	12 9%	8 4%	9 7%	10 4%	34 8%	25 7%	10 8%	9 9%	4 2%	13 11%	33 9%	13 8%	1 1%	23 11%	5 5%	10 10%	11 13%
2	43 4%	18 4%	25 5%	5 4%	8 5%	7 6%	3 2%	9 7%	10 4%	17 4%	19 5%	5 4%	3 3%	5 3%	8 7%	17 5%	7 5%	1 *	17 8%	3 3%	3 3%	7 8%
1	23 2%	14 3%	9 2%	4 3%	2 1%	3 2%	4 2%	5 4%	6 2%	7 2%	8 2%	7 5%	2 2%	-	11 9%	4 1%	5 3%	-	10 5%	1 1%	3 3%	5 5%
0	81 8%	40 8%	41 8%	8 6%	12 7%	15 12%	17 9%	11 8%	17 7%	27 6%	26 8%	16 13%	11 11%	1 1%	18 15%	23 6%	19 12%	-	32 15%	2 2%	7 7%	10 11%
(Don't know)	20 2%	4 1%	16 3%	4 3%	2 1%	1 1%	2 1%	-	10 4%	6 1%	8 2%	4 3%	1 1%	2 1%	3 2%	3 1%	7 4%	-	4 2%	1 1%	2 2%	1 1%
Mean	5.10	5.09	5.10	4.76	4.91	4.65	5.06	5.09	5.65	5.33	5.02	4.51	5.06	6.66	3.59	5.26	4.53	7.28	3.73	6.16	4.98	3.87
Std. Dev.	2.39	2.39	2.38	2.09	2.28	2.43	2.27	2.53	2.49	2.27	2.34	2.62	2.59	1.71	2.35	2.27	2.40	1.35	2.27	1.93	2.24	2.11
Std. Err.	0.08	0.11	0.11	0.24	0.24	0.23	0.17	0.18	0.13	0.11	0.13	0.28	0.27	0.13	0.21	0.12	0.19	0.11	0.16	0.18	0.23	0.26

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
10	7 1%	4 1%	3 1%	-	-	1 1%	2 1%	1 1%	3 1%	3 1%	2 1%	1 1%	1 1%	1 *	4 3%	2 1%	-	-	5 2%	1 1%	-	-
9	9 1%	6 1%	3 1%	-	2 1%	1 1%	3 2%	-	2 1%	6 1%	2 1%	-	-	2 1%	3 3%	3 1%	-	-	7 3%	-	1 1%	-
8	38 4%	15 3%	23 4%	5 4%	4 3%	3 2%	5 3%	7 5%	15 6%	14 3%	9 3%	11 9%	4 4%	1 1%	12 10%	18 5%	3 2%	3 2%	21 10%	3 2%	3 3%	3 3%
7	84 8%	40 8%	44 8%	12 9%	15 9%	8 6%	19 10%	11 8%	19 8%	35 8%	28 8%	13 10%	9 8%	5 3%	18 15%	30 8%	21 13%	3 2%	34 16%	7 6%	3 3%	9 10%
6	113 11%	47 10%	66 13%	26 21%	18 11%	23 17%	15 8%	13 10%	18 7%	48 11%	34 10%	18 15%	12 12%	6 4%	21 18%	43 11%	28 17%	5 4%	49 23%	11 10%	6 7%	11 13%
5	174 17%	81 17%	93 18%	22 18%	29 17%	25 19%	40 21%	23 17%	35 14%	56 13%	66 19%	28 22%	24 23%	19 11%	24 20%	69 18%	27 17%	18 12%	45 22%	25 23%	11 12%	14 16%
4	119 12%	49 10%	70 13%	18 14%	19 11%	16 13%	22 11%	12 9%	32 13%	55 13%	36 11%	15 12%	13 13%	15 8%	9 7%	60 16%	20 13%	19 13%	21 10%	17 16%	14 14%	9 10%
3	131 13%	74 15%	57 11%	12 10%	26 16%	14 11%	26 14%	20 15%	32 13%	59 13%	49 15%	6 5%	17 16%	28 16%	11 10%	53 14%	17 11%	24 16%	15 7%	15 14%	12 13%	16 18%
2	105 10%	65 13%	40 8%	4 3%	23 14%	11 9%	25 13%	22 17%	20 8%	48 11%	35 10%	15 12%	7 7%	37 22%	4 3%	40 11%	11 7%	32 22%	5 2%	10 9%	8 9%	6 7%
1	79 8%	44 9%	35 7%	8 7%	15 9%	11 9%	16 8%	9 7%	20 8%	45 10%	22 7%	6 5%	5 5%	27 16%	6 5%	21 6%	6 4%	18 12%	3 1%	9 8%	15 16%	10 11%
0	100 10%	46 9%	55 11%	9 8%	8 5%	13 10%	15 8%	14 11%	40 16%	45 10%	37 11%	7 6%	10 10%	29 17%	5 4%	24 6%	17 10%	26 17%	1 *	8 7%	19 20%	6 6%
(Don't know)	46 5%	14 3%	32 6%	8 7%	9 5%	3 2%	6 3%	1 1%	19 8%	22 5%	19 6%	4 3%	2 2%	3 2%	4 3%	14 4%	12 7%	1 *	5 3%	4 4%	2 2%	4 5%
Mean	3.90	3.76	4.04	4.41	3.93	3.93	3.96	3.73	3.68	3.74	3.82	4.54	4.06	2.60	5.30	4.14	4.22	2.68	5.75	3.93	2.88	3.94
Std. Dev.	2.35	2.34	2.36	2.17	2.15	2.30	2.34	2.34	2.59	2.41	2.32	2.28	2.22	2.08	2.34	2.19	2.24	2.00	1.82	2.13	2.32	2.22
Std. Err.	0.08	0.11	0.11	0.26	0.23	0.22	0.18	0.17	0.14	0.12	0.13	0.24	0.23	0.15	0.21	0.12	0.18	0.16	0.13	0.20	0.23	0.27

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
10	16 2%	7 1%	9 2%	2 2%	4 2%	1 1%	2 1%	1 1%	6 2%	8 2%	3 1%	3 2%	2 2%	1 1%	1 *	9 2%	4 3%	3 2%	2 1%	5 5%	2 2%	-
9	14 1%	6 1%	8 2%	-	2 1%	1 1%	3 2%	2 2%	6 2%	9 2%	6 2%	-	-	2 1%	-	10 3%	2 1%	3 2%	-	8 7%	1 1%	-
8	57 6%	25 5%	33 6%	1 1%	2 1%	8 6%	11 5%	10 8%	26 10%	29 7%	16 5%	7 5%	5 5%	10 6%	2 2%	29 8%	4 3%	9 6%	6 3%	23 21%	2 2%	1 1%
7	90 9%	42 9%	48 9%	5 4%	16 10%	12 9%	18 9%	16 12%	23 9%	47 11%	29 9%	10 8%	4 4%	13 7%	6 5%	49 13%	10 6%	14 10%	8 4%	36 33%	1 1%	3 4%
6	91 9%	49 10%	42 8%	13 11%	11 7%	7 6%	19 10%	12 9%	27 10%	46 11%	29 8%	2 2%	14 14%	16 9%	7 6%	37 10%	15 10%	12 8%	12 6%	15 14%	8 8%	7 8%
5	153 15%	72 15%	82 16%	24 20%	35 21%	17 13%	31 16%	17 13%	30 12%	67 15%	53 16%	19 15%	15 14%	36 21%	11 9%	55 15%	30 19%	39 27%	24 11%	13 11%	7 7%	15 17%
4	91 9%	36 7%	55 11%	15 12%	12 7%	17 13%	18 9%	12 9%	18 7%	43 10%	30 9%	12 10%	6 5%	21 12%	10 8%	36 10%	13 8%	17 12%	23 11%	3 2%	5 5%	6 7%
3	112 11%	58 12%	55 10%	13 10%	15 9%	17 13%	25 13%	18 13%	25 10%	43 10%	36 10%	23 18%	11 11%	15 8%	9 8%	42 11%	22 14%	12 8%	33 16%	3 3%	14 14%	10 11%
2	88 9%	41 8%	47 9%	16 13%	6 4%	19 15%	20 10%	11 8%	16 6%	38 9%	32 9%	10 8%	8 8%	8 5%	12 10%	35 9%	16 10%	10 7%	25 12%	1 1%	12 12%	8 9%
1	85 8%	51 11%	34 6%	9 7%	26 16%	9 7%	15 8%	8 6%	18 7%	29 7%	38 11%	11 9%	6 6%	18 11%	19 16%	24 6%	8 5%	9 6%	19 9%	-	11 11%	19 22%
0	174 17%	89 18%	86 16%	21 17%	34 20%	19 15%	27 14%	27 20%	47 18%	66 15%	56 17%	21 17%	32 30%	30 18%	37 31%	46 12%	26 16%	18 12%	52 25%	2 2%	31 33%	15 17%
(Don't know)	32 3%	9 2%	23 4%	5 4%	5 3%	3 2%	6 3%	-	13 5%	10 2%	13 4%	6 5%	2 2%	3 2%	5 4%	6 1%	11 6%	1 *	7 3%	1 1%	2 3%	3 4%
Mean	3.75	3.62	3.88	3.40	3.42	3.63	3.88	3.81	4.09	4.09	3.60	3.46	3.20	3.72	2.41	4.35	3.72	4.34	2.80	6.75	2.47	2.82
Std. Dev.	2.71	2.70	2.71	2.36	2.73	2.53	2.60	2.76	2.96	2.72	2.64	2.61	2.83	2.59	2.46	2.74	2.60	2.56	2.37	1.82	2.58	2.27
Std. Err.	0.09	0.12	0.12	0.27	0.29	0.24	0.20	0.20	0.16	0.13	0.14	0.28	0.30	0.19	0.22	0.15	0.21	0.21	0.17	0.17	0.26	0.28

Lord Ashcroft

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
10	55 5%	31 6%	24 5%	5 4%	7 4%	6 5%	16 8%	7 5%	14 5%	27 6%	15 4%	11 9%	3 3%	12 7%	9 8%	18 5%	7 4%	10 7%	11 5%	3 3%	19 21%	2 3%
9	66 7%	45 9%	21 4%	- -	19 11%	3 3%	19 10%	9 7%	16 6%	34 8%	20 6%	8 7%	5 4%	23 14%	8 7%	25 7%	2 2%	16 11%	7 4%	8 7%	16 17%	4 5%
8	115 11%	70 14%	45 9%	10 8%	19 11%	7 5%	24 12%	24 18%	31 12%	55 13%	34 10%	13 11%	12 12%	34 19%	9 7%	44 12%	10 6%	27 18%	14 7%	13 12%	25 27%	12 13%
7	71 7%	41 8%	31 6%	13 11%	7 4%	10 8%	16 8%	14 11%	10 4%	37 9%	24 7%	7 6%	3 3%	10 6%	8 7%	28 7%	13 8%	10 7%	14 7%	6 6%	11 11%	5 6%
6	67 7%	35 7%	32 6%	6 5%	13 8%	12 10%	16 8%	9 7%	11 4%	31 7%	25 7%	4 3%	8 8%	13 7%	5 4%	24 6%	11 7%	15 10%	6 3%	6 5%	8 9%	6 7%
5	103 10%	61 13%	41 8%	18 14%	17 10%	16 12%	17 9%	12 9%	22 9%	53 12%	29 8%	12 10%	9 9%	23 13%	6 5%	32 8%	23 14%	18 12%	16 7%	15 14%	8 9%	9 10%
4	51 5%	22 4%	29 6%	7 5%	6 4%	12 9%	8 4%	4 3%	14 5%	17 4%	19 6%	7 5%	8 8%	9 5%	6 5%	16 4%	16 10%	8 5%	10 5%	8 7%	3 3%	5 6%
3	44 4%	16 3%	27 5%	8 6%	7 4%	4 3%	9 5%	5 4%	11 4%	23 5%	17 5%	- -	4 4%	9 5%	2 2%	11 3%	8 5%	8 5%	5 3%	3 2%	- -	8 9%
2	58 6%	20 4%	38 7%	1 1%	7 4%	8 6%	13 7%	9 7%	20 8%	24 5%	16 5%	11 9%	8 8%	5 3%	10 9%	30 8%	6 4%	9 6%	13 6%	12 11%	1 1%	1 2%
1	68 7%	26 5%	41 8%	10 8%	9 5%	7 6%	18 9%	8 6%	16 6%	22 5%	28 8%	9 7%	9 9%	2 1%	9 7%	34 9%	10 6%	5 4%	24 11%	7 6%	1 1%	6 7%
0	221 22%	91 19%	130 25%	36 29%	39 23%	34 26%	25 13%	27 20%	61 24%	80 18%	82 24%	33 26%	26 25%	23 13%	39 33%	95 25%	34 21%	17 12%	78 37%	22 20%	- -	24 27%
(Don't know)	85 8%	25 5%	60 12%	11 9%	16 9%	10 8%	14 7%	5 4%	29 11%	33 8%	32 9%	10 8%	10 9%	10 6%	8 7%	21 6%	21 13%	4 3%	12 6%	7 6%	2 2%	6 6%
Mean	4.35	4.98	3.73	3.61	4.49	3.80	5.09	4.77	4.10	4.79	4.04	4.18	3.73	5.73	3.69	4.06	3.92	5.50	3.06	4.19	7.77	3.90
Std. Dev.	3.43	3.40	3.35	3.20	3.54	3.18	3.39	3.44	3.49	3.37	3.41	3.69	3.28	3.19	3.70	3.49	3.08	3.14	3.43	3.26	1.90	3.32
Std. Err.	0.11	0.16	0.16	0.38	0.39	0.31	0.27	0.25	0.20	0.16	0.19	0.40	0.36	0.24	0.33	0.19	0.26	0.26	0.25	0.31	0.19	0.42

Lord Ashcroft

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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	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
The Conservatives	79 8%	40 8%	39 7%	11 9%	14 8%	10 7%	16 8%	8 6%	20 8%	39 9%	23 7%	10 8%	6 6%	22 13%	5 4%	25 7%	16 10%	16 11%	13 6%	5 5%	6 6%	3 3%
Labour	152 15%	70 14%	83 16%	14 11%	26 16%	22 17%	31 16%	21 16%	37 15%	49 11%	56 16%	29 23%	18 18%	22 13%	33 28%	52 14%	25 15%	16 11%	56 26%	11 10%	8 9%	13 14%
The Lib Dems	488 49%	228 47%	260 50%	32 25%	70 42%	64 49%	109 56%	77 58%	137 54%	214 49%	167 49%	65 53%	42 40%	97 56%	44 36%	234 62%	50 31%	87 59%	89 42%	64 59%	43 46%	40 45%
UKIP	55 6%	30 6%	26 5%	16 13%	9 6%	6 5%	4 2%	8 6%	11 4%	26 6%	16 5%	3 3%	10 9%	7 4%	6 5%	18 5%	17 11%	6 4%	17 8%	5 4%	6 7%	4 5%
None of the above	392 39%	200 41%	192 37%	73 59%	68 40%	53 41%	64 33%	44 33%	89 35%	177 41%	133 39%	38 31%	44 42%	60 35%	49 41%	114 30%	84 52%	48 33%	76 36%	38 35%	44 47%	36 41%
(Don't know)	47 5%	20 4%	27 5%	6 5%	11 6%	3 3%	14 7%	2 2%	11 4%	19 4%	17 5%	6 5%	4 4%	5 3%	4 3%	12 3%	12 7%	5 4%	7 3%	1 1%	4 4%	7 8%
(Refused)	4 *	2 *	1 *	- -	- -	- -	- -	1 1%	3 1%	2 *	1 *	- -	1 1%	1 1%	- -	1 *	- -	- -	1 *	1 1%	- -	- -

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Table 22
Q14. Which of the following would you MOST like to see as the outcome of the next election?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
A Conservative government	248 25%	135 28%	112 22%	22 18%	34 20%	25 19%	40 20%	36 27%	90 35%	125 29%	77 23%	24 20%	22 21%	122 71%	3 2%	65 17%	26 16%	110 74%	3 1%	14 13%	43 45%	7 7%
A coalition between the Conservatives and the Liberal Democrats	151 15%	75 16%	76 15%	14 11%	21 13%	16 12%	29 15%	19 14%	52 21%	78 18%	47 14%	12 10%	14 14%	29 17%	-	83 22%	19 12%	33 22%	1 *	54 50%	10 10%	5 6%
A coalition between Labour and the Liberal Democrats	154 15%	78 16%	76 15%	28 22%	21 12%	25 19%	30 15%	22 17%	28 11%	64 15%	56 16%	24 19%	9 8%	6 3%	14 11%	87 23%	27 17%	3 2%	31 15%	28 26%	6 7%	26 30%
A Labour government	275 27%	119 25%	156 30%	39 31%	56 33%	47 36%	52 27%	38 29%	43 17%	96 22%	91 27%	49 40%	38 36%	4 2%	93 77%	93 25%	54 33%	1 *	171 81%	3 3%	9 9%	26 30%
(Don't know)	143 14%	56 12%	87 17%	17 14%	26 16%	13 10%	37 19%	16 12%	33 13%	61 14%	57 17%	12 9%	13 12%	7 4%	9 8%	43 11%	31 19%	2 1%	5 3%	8 7%	21 22%	16 18%
(Refuse)	34 3%	21 4%	14 3%	4 4%	9 5%	4 3%	6 3%	1 1%	9 3%	10 2%	12 4%	3 2%	9 9%	4 2%	2 1%	7 2%	6 4%	1 *	-	2 2%	6 6%	8 9%

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Table 23
Q15. And which of the following to do think is the MOST likely outcome of the next election?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
A Conservative government	305	152	153	45	61	36	63	37	63	135	104	33	32	63	27	114	41	65	39	30	35	29
	30%	31%	29%	36%	36%	28%	32%	28%	25%	31%	31%	26%	31%	37%	23%	30%	25%	44%	19%	27%	37%	32%
A coalition between the Conservatives and the Liberal Democrats	171	92	79	15	27	24	36	23	46	79	54	23	15	51	7	69	22	45	14	32	13	10
	17%	19%	15%	12%	16%	19%	19%	17%	18%	18%	16%	19%	14%	29%	6%	18%	14%	31%	7%	29%	14%	11%
A coalition between Labour and the Liberal Democrats	153	84	69	18	18	28	33	23	35	70	52	19	12	11	30	61	25	7	60	22	8	18
	15%	17%	13%	14%	11%	21%	17%	17%	14%	16%	15%	15%	12%	7%	25%	16%	15%	5%	29%	20%	9%	21%
A Labour government	146	67	78	26	37	18	24	17	24	53	43	24	25	14	30	51	36	10	65	5	12	11
	15%	14%	15%	21%	22%	14%	13%	13%	9%	12%	13%	19%	24%	8%	25%	13%	22%	7%	31%	5%	12%	12%
(Don't know)	221	82	139	20	23	24	38	34	82	93	84	25	19	32	25	78	36	19	32	19	25	19
	22%	17%	27%	16%	14%	18%	20%	26%	32%	21%	25%	20%	19%	18%	21%	21%	22%	13%	15%	17%	27%	21%
(Refuse)	9	7	2	1	2	-	-	-	6	4	3	1	1	3	-	5	2	1	-	2	1	2
	1%	1%	*	1%	1%	-	-	-	2%	1%	1%	1%	1%	2%	-	1%	1%	*	-	2%	1%	2%

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

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
18-24	124	53	71	124	-	-	-	-	-	71	30	17	6	8	2	26	68	9	34	6	12	30
	12%	11%	14%	100%	-	-	-	-	-	16%	9%	14%	6%	5%	1%	7%	42%	6%	16%	6%	13%	34%
25-34	168	104	63	-	168	-	-	-	-	63	66	24	15	30	23	58	37	35	37	4	6	21
	17%	22%	12%	-	100%	-	-	-	-	15%	19%	19%	15%	17%	20%	15%	23%	24%	18%	4%	6%	24%
35-44	129	52	78	-	-	129	-	-	-	41	56	18	15	18	21	51	11	12	29	16	11	10
	13%	11%	15%	-	-	100%	-	-	-	9%	17%	14%	14%	11%	17%	14%	7%	8%	14%	15%	11%	11%
45-54	194	92	102	-	-	-	194	-	-	90	63	22	19	38	29	74	20	27	47	16	24	18
	19%	19%	20%	-	-	-	100%	-	-	21%	18%	17%	18%	22%	24%	20%	12%	18%	22%	15%	25%	20%
55-64	133	77	57	-	-	-	-	133	-	60	45	16	14	22	16	61	12	23	28	17	15	5
	13%	16%	11%	-	-	-	-	100%	-	14%	13%	13%	13%	13%	13%	16%	7%	15%	13%	15%	16%	5%
65-74	138	65	72	-	-	-	-	-	138	64	42	15	17	29	15	60	6	21	23	19	19	4
	14%	13%	14%	-	-	-	-	-	54%	15%	12%	12%	16%	17%	13%	16%	4%	14%	11%	18%	20%	4%
75+	118	41	77	-	-	-	-	-	118	46	39	14	19	27	14	48	8	22	12	30	8	1
	12%	8%	15%	-	-	-	-	-	46%	11%	11%	11%	18%	16%	11%	13%	5%	15%	6%	28%	9%	2%

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Table 25
Q17. SEG
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
AB	435	211	224	71	63	41	90	60	110	435	-	-	-	100	36	170	63	76	75	59	39	32
	43%	44%	43%	57%	38%	32%	47%	45%	43%	100%	-	-	-	58%	30%	45%	39%	52%	36%	54%	41%	36%
C1	340	157	183	30	66	56	63	45	81	-	340	-	-	44	44	120	63	42	72	33	29	37
	34%	32%	35%	24%	39%	43%	32%	33%	32%	-	100%	-	-	25%	37%	32%	39%	29%	34%	30%	30%	42%
C2	124	62	63	17	24	18	22	16	29	-	-	124	-	14	24	49	18	17	42	6	11	13
	12%	13%	12%	14%	14%	14%	11%	12%	11%	-	-	100%	-	8%	20%	13%	11%	12%	20%	5%	12%	15%
DE	104	54	50	6	15	15	19	14	36	-	-	-	104	15	16	38	18	12	22	12	15	6
	10%	11%	10%	5%	9%	11%	10%	10%	14%	-	-	-	100%	9%	13%	10%	11%	8%	10%	11%	16%	7%

Sheffield Hallam Poll
CATI Fieldwork : 20th - 22nd November 2014

Table 26
Q18. Sex
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		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	1004	479	525	77	91	115	176	189	356	461	358	92	93	186	133	349	162	153	202	122	100	68
Weighted Total	1004	484	520	124	168	129	194	133	255	435	340	124	104	173	120	378	162	148	211	109	94	88
Male	484	484	-	53	104	52	92	77	106	211	157	62	54	94	48	169	84	81	101	48	65	41
	48%	100%	-	43%	62%	40%	47%	58%	42%	49%	46%	50%	52%	54%	40%	45%	52%	55%	48%	44%	69%	46%
Female	520	-	520	71	63	78	102	57	149	224	183	63	50	79	72	209	78	67	110	61	29	48
	52%	-	100%	57%	38%	60%	53%	42%	58%	51%	54%	50%	48%	46%	60%	55%	48%	45%	52%	56%	31%	54%

	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	1004
	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	961
	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	961
	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	645
	5	5	Q2. Weighted by Normal weighting, likely 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	823
	6	6	Standard voting intention figures		

	Page	Table	Title	Base Description	Base
	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	961
	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	961
	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	663
	10	10	Q3. Weighted by Normal weighting, likely 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	818
	11	11	Published voting intention figures (thinking about your constituency)		

	Page	Table	Title	Base Description	Base
	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	1004
	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 general election	820
	14	14	Q6. Which of the following do you think would make the best Prime Minister?	Base : All Respondents	1004
	15	15	Q7. Which of the following statements do you most agree with?	Base : All Respondents	1004
	16	16	Q8. Which of the following do you most trust to manage the economy in the best interests of Britain?	Base : All Respondents	1004
	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	1004
	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	1004
	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	1004
	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	1004
	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	1004
	22	22	Q14. Which of the following would you MOST like to see as the outcome of the next election?	Base : All Respondents	1004
	23	23	Q15. And which of the following do you think is the MOST likely outcome of the next election?	Base : All Respondents	1004

	Page	Table	Title	Base Description	Base
	24	24	Q16. What is your age?	Base : All Respondents	1004
	25	25	Q17. SEG	Base : All Respondents	1004
	26	26	Q18. Sex	Base : All Respondents	1004
