Clear thinking in a complex world

ICM Poll for The Guardian

Fieldwork dates: 3-6th May 2015

Interview Method: Telephone.

Population effectively sampled: All adults aged 18+

Sampling Method, RDD: Within each government office region, a random sample of telephone numbers was drawn from the entire BT database of domestic telephone numbers. Each number so selected had its last digit randomised so as to provide a sample including both listed and unlisted numbers. 850 interviews were conducted on land-lines.

Sampling Method, Mobile RDD: A random sample of mobile telephone numbers was generated in proportion to network provider market share. As with the landline process, seed telephone numbers are used to create the mobile RDD sample by randomising the last N digits of the seed number. A total of 150 interviews were conducted with people on their mobile phone.

Sample size: 2,023

Data weighting: Data were weighted to the profile of all adults aged 18+ (including non telephone owning households). Data were weighted by sex, age, social class, household tenure, work status and region. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 36,000 random face-to-face interviews conducted annually.

The data were further weighted by declared votes in the 2010 general election. The weighting scheme is designed as follows:

Weighting by past votes
1. Respondents are asked whether they voted in the last general election and if they did, which party they voted for.

2. The sample is weighted by demographics (age, sex, tenure etc). However, after such weighting the declared past votes may not match, exactly, the results of the last election. Partly this is because demographics (by which ICM control the sample)

are relatively poorly correlated with vote behaviour. Nevertheless past vote weighting has to be used with caution as some people genuinely forget how they voted. We cannot simply weight the data to the actual results last time.

3. ICM takes the declared past votes on any new poll and adds it to the 25 or so most recent ICM polls containing the same question. The average of these polls is used in the past vote weighting scheme.

4. ICM compares the declared past votes derived in 3) above to the actual result of the last general election and gives a weight of 80% to the results of the last election and 20% to the average of the most recent polls, thereby assuming that most of the difference can be attributed to political imbalance in the sample and to faulty recall.

Weighting for turnout
1. ICM ask respondents to say how likely it is that they will go and vote in a new general election using a ten points scale where 10 means they would be absolutely certain to vote and 1 means they would be certain not to vote.

2. We then weight people by their anticipated turnout. If someone is 10/10 certain to vote, they are given a weight of 1.0. If someone is 9/10 certain to vote they are given a weight of 0.9 etc. People who tell us they are likely to vote in the next General Election but did not vote in the last, are further down-weighted. If someone says they are 10/10 certain to vote but did not vote in 2010, they are given a weight of 0.5. If they say 9/10 certainty, the weight becomes 0.45 etc.

Voting intentions: ICM derives vote intentions from 2 questions.

First of all respondents are asked how likely it is that they would be to go and vote in a new election. Those who say they will vote are asked to say which party they would support in a new election. Respondents are then asked whether they voted in 2010 and which party they voted for in that election. The vote figures shown in the table are calculated after ICM has excluded those who say they will not vote, refuse to answer the question or don't know who they would vote for. The figures are adjusted for turnout calculated accordingly to their stated intentions to vote.

In a further step, ICM add 50% of those who refuse to answer the vote intention question or say they don't know to the party they voted for in 2010.

The analysis by vote intention shown on each table is taken from table 1, ie before adjusting for refusers and don't knows.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

Further enquiries: martin.boon@icmunlimited.com

British Polling Council: ICM is a member of the British Polling Council and abides by its rules. http://www.britishpollingcouncil.org/

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 1
Q.A Some people have said they will not vote in the General Election on May 7th, while others have said they will vote. I would like to know how certain it is that you would actually vote in the general election. On a ten point scale if 10 would mean you are absolutely certain to vote and 1 would mean you are certain not to vote, how likely is it that you will actually cast your vote in the General Election on May 7th ?
Base: All respondents

	Total	Gender Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 General Election Con	Vote In 2010 General Election Lab	Vote In 2010 General Election Lib Dem	Region Scot-land	Region Wales	Region North	Region Mid-lands	Region South	NET: Eng-land	NET: Eng-land & Wales
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
10 - Absolutely certain to vote	1493 74%	728 73%	765 74%	141 53%	207 63%	785 77%	361 87%	443 82%	437 75%	293 68%	320 69%	378 86%	409 79%	87 83%	143 84%	132 86%	393 89%	308 83%	235 86%	141 80%	84 80%	360 72%	380 71%	528 75%	1268 73%	1352 73%
9	95 5%	60 6%	35 3%	8 3%	24 7%	50 5%	12 3%	33 6%	27 5%	15 3%	20 4%	22 5%	22 4%	4 4%	5 3%	11 7%	16 4%	19 5%	13 5%	5 3%	3 3%	22 4%	27 5%	38 5%	87 5%	90 5%
8	75 4%	42 4%	33 3%	22 8%	8 3%	34 3%	10 3%	10 2%	19 3%	23 5%	22 5%	16 4%	25 5%	2 2%	5 3%	1 1%	7 2%	8 2%	6 2%	2 1%	3 3%	18 4%	27 5%	25 3%	70 4%	73 4%
7	48 2%	21 2%	27 3%	8 3%	11 3%	23 2%	6 2%	11 2%	16 3%	11 3%	10 2%	11 3%	15 3%	1 1%	-	-	3 1%	4 1%	3 1%	1 *	6 6%	11 2%	16 3%	15 2%	41 2%	47 3%
6	24 1%	11 1%	13 1%	5 2%	8 2%	11 1%	1 *	5 1%	11 2%	6 1%	2 1%	2 *	7 1%	3 2%	1 1%	2 1%	7 2%	1 *	3 1%	4 2%	-	8 2%	4 1%	8 1%	20 1%	20 1%
5	85 4%	44 4%	40 4%	25 10%	19 6%	37 4%	5 1%	11 2%	14 2%	32 7%	27 6%	7 2%	20 4%	2 2%	10 6%	7 4%	6 1%	13 4%	7 3%	9 5%	4 4%	22 4%	21 4%	29 4%	71 4%	76 4%
4	16 1%	4 *	12 1%	10 4%	3 1%	1 *	2 *	2 *	10 2%	4 1%	-	-	7 1%	5 4%	1 1%	2 1%	-	-	-	2 1%	-	9 2%	1 *	4 1%	14 1%	14 1%
3	22 1%	7 1%	14 1%	10 4%	5 2%	5 1%	1 *	2 *	9 2%	6 1%	4 1%	1 *	10 2%	-	3 2%	-	2 *	2 1%	-	1 *	-	6 1%	9 2%	5 1%	21 1%	21 1%
2	10 1%	3 *	8 1%	3 1%	3 1%	2 *	2 1%	1 *	1 *	2 1%	6 1%	1 *	1 *	1 1%	1 1%	-	1 *	-	1 *	-	-	3 1%	3 1%	4 1%	10 1%	10 1%
1 - Certain not to vote	144 7%	67 7%	76 7%	33 12%	39 12%	64 6%	8 2%	17 3%	39 7%	40 9%	48 10%	-	-	-	-	-	6 1%	11 3%	3 1%	9 5%	5 4%	39 8%	41 8%	49 7%	130 7%	134 7%
Refused	2 *	1 *	1 *	-	1 *	1 *	-	2 *	-	-	1 *	-	-	-	-	-	-	-	1 *	1 *	-	1 *	-	1 *	2 *	2 *
Don't know	9 *	4 *	5 1%	2 1%	2 1%	1 *	5 1%	1 *	-	1 *	7 2%	-	-	-	-	-	-	3 1%	-	3 1%	-	1 *	4 1%	1 *	7 *	7 *
Mean	8.74	8.81	8.68	7.47	8.08	8.96	9.55	9.34	8.78	8.33	8.38	9.67	9.30	9.33	9.35	9.58	9.59	9.36	9.55	9.02	9.14	8.58	8.65	8.80	8.69	8.71
Standard deviation	2.65	2.55	2.73	3.31	3.15	2.44	1.60	1.90	2.60	2.94	3.01	0.99	1.66	1.76	1.74	1.27	1.48	1.88	1.47	2.38	2.14	2.80	2.73	2.60	2.70	2.67
Standard error	0.06	0.08	0.08	0.25	0.18	0.07	0.07	0.07	0.12	0.17	0.14	0.04	0.07	0.16	0.14	0.10	0.06	0.09	0.08	0.17	0.22	0.13	0.12	0.10	0.07	0.06

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Base: All respondents

| | | Constituency category | | | | | | | |
	Total	Lab held AND LAB<10%, in E&W.	Con held AND CON<15% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W)	Safe Conservative (i.e. Con held>15.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
10 - Absolutely certain to vote	1493 74%	136 69%	240 81%	117 73%	308 65%	508 77%	141 80%	12 100%	375 76%
9	95 5%	10 5%	11 4%	7 4%	33 7%	27 4%	5 3%	- -	21 4%
8	75 4%	12 6%	4 1%	5 3%	30 6%	18 3%	2 1%	- -	16 3%
7	48 2%	3 2%	2 1%	6 4%	18 4%	15 2%	1 *	- -	5 1%
6	24 1%	1 *	- -	1 1%	9 2%	8 1%	4 2%	- -	1 *
5	85 4%	10 5%	8 3%	4 3%	20 4%	30 5%	9 5%	- -	19 4%
4	16 1%	1 *	1 *	3 2%	6 1%	4 1%	2 1%	- -	2 *
3	22 1%	6 3%	4 1%	- -	6 1%	6 1%	1 *	- -	10 2%
2	10 1%	1 1%	1 *	3 2%	1 *	4 1%	- -	- -	2 *
1 - Certain not to vote	144 7%	17 8%	24 8%	13 8%	39 8%	42 6%	9 5%	- -	40 8%
Refused	2 *	- -	1 *	- -	- -	1 *	1 *	- -	1 *
Don't know	9 *	- -	2 1%	- -	5 1%	- -	3 1%	- -	2 *
Mean	8.74	8.45	8.92	8.61	8.49	8.84	9.02	10.00	8.73
Standard deviation	2.65	2.89	2.68	2.83	2.75	2.56	2.38	0.00	2.77
Standard error	0.06	0.21	0.16	0.23	0.13	0.10	0.17	0.00	0.13

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Absolutes/col percents

Table 2
Q.B The Conservatives, Labour, the Liberal Democrats, and other parties are fighting the general election in your area. In the general election on May 7th which party do you think you will vote for?
Base: All respondents

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	VI Con	VI Lab	VI Lib Dem	VI UKIP	VI Other	2010 Con	2010 Lab	2010 Lib Dem	Scot-land	Wales	North	Mid-lands	South	NET: Eng-land	NET: Eng-land & Wales
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Conservative	439 22%	233 23%	206 20%	31 12%	55 17%	210 21%	143 35%	166 31%	127 22%	76 18%	70 15%	439 100%	-	-	-	-	290 66%	12 3%	29 11%	16 9%	12 12%	85 17%	139 26%	188 27%	411 24%	423 23%
Labour	515 25%	246 25%	269 26%	89 34%	85 26%	259 26%	82 20%	111 21%	164 28%	98 22%	142 30%	-	515 100%	-	-	-	14 3%	247 67%	67 25%	29 16%	25 24%	176 35%	126 24%	159 22%	461 26%	486 26%
Liberal Democrat/ Liberal	105 5%	56 6%	49 5%	9 3%	16 5%	52 5%	28 7%	39 7%	26 5%	18 4%	21 5%	-	-	105 100%	-	-	8 2%	6 2%	63 23%	6 4%	7 7%	24 5%	17 3%	50 7%	91 5%	98 5%
Scottish National Party/SNP	77 4%	39 4%	38 4%	15 6%	12 4%	44 4%	6 1%	20 4%	27 5%	14 3%	16 3%	-	-	-	-	77 50%	1 *	11 3%	8 3%	77 43%	-	-	-	-	-	-
Plaid Cymru	13 1%	6 1%	7 1%	-	-	10 1%	3 1%	5 1%	1 *	1 *	5 1%	-	-	-	-	13 8%	1 *	1 *	4 1%	-	13 13%	-	-	-	-	13 1%
Green Party	48 2%	23 2%	25 2%	6 2%	16 5%	23 2%	4 1%	18 3%	20 3%	6 1%	4 1%	-	-	-	-	48 31%	1 *	7 2%	13 5%	2 1%	1 1%	11 2%	6 1%	29 4%	46 3%	47 3%
UK Independence Party (UKIP)	171 8%	114 11%	57 6%	16 6%	19 6%	95 9%	40 10%	30 6%	33 6%	65 15%	43 9%	-	-	-	171 100%	-	45 10%	17 5%	23 8%	5 3%	14 14%	37 7%	56 10%	59 8%	152 9%	166 9%
British National Party (BNP)	2 *	1 *	2 *	-	-	2 *	1 *	-	-	-	2 *	-	-	-	-	2 1%	-	-	-	-	-	-	2 *	-	1 *	2 *
Other	15 1%	7 1%	8 1%	1 1%	2 1%	8 1%	3 1%	2 *	6 1%	3 1%	4 1%	-	-	-	-	15 9%	-	2 1%	5 2%	3 2%	1 1%	1 *	4 1%	5 1%	10 1%	11 1%
Will not vote	144 7%	67 7%	76 7%	33 12%	39 12%	64 6%	8 2%	17 3%	39 7%	40 9%	48 10%	-	-	-	-	-	6 1%	11 3%	3 1%	9 5%	5 4%	39 8%	41 8%	49 7%	130 7%	134 7%
Don't know	300 15%	121 12%	179 17%	55 21%	62 19%	149 15%	35 8%	82 15%	76 13%	79 18%	63 13%	-	-	-	-	-	56 13%	41 11%	46 17%	21 12%	13 13%	77 15%	90 17%	98 14%	265 15%	279 15%
Refused	195 10%	80 8%	115 11%	11 4%	25 8%	99 10%	61 15%	50 9%	64 11%	33 8%	48 10%	-	-	-	-	-	20 5%	14 4%	11 4%	9 5%	13 12%	49 10%	55 10%	70 10%	174 10%	186 10%

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CATI Fieldwork : 3rd-6th May 2015

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Q.B The Conservatives, Labour, the Liberal Democrats, and other parties are fighting the general election in your area. In the general election on May 7th which party do you think you will vote for?
Base: All respondents

	Total	Lab held AND LAB<10%, in E&W.	Con held AND CON<15% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W)	Safe Conservative (i.e. Con held>15.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Conservative	439 22%	36 18%	68 23%	31 20%	69 15%	204 31%	16 9%	1 11%	104 21%
Labour	515 25%	66 33%	90 30%	33 21%	179 38%	108 16%	29 16%	3 22%	156 32%
Liberal Democrat/ Liberal	105 5%	3 2%	7 2%	28 18%	17 4%	40 6%	6 4%	- -	11 2%
Scottish National Party/SNP	77 4%	- -	- -	- -	2 1%	* *	77 43%	- -	- -
Plaid Cymru	13 1%	4 2%	1 *	- -	4 1%	3 *	- -	1 7%	5 1%
Green Party	48 2%	1 *	4 1%	8 5%	9 2%	20 3%	2 1%	2 18%	5 1%
UK Independence Party (UKIP)	171 8%	16 8%	26 9%	8 5%	40 8%	69 10%	5 3%	4 37%	42 9%
British National Party (BNP)	2 *	- -	- -	- -	2 *	- -	- -	- -	- -
Other	15 1%	- -	3 1%	2 1%	1 *	4 1%	3 2%	- -	3 1%
Will not vote	144 7%	17 8%	24 8%	13 8%	39 8%	42 6%	9 5%	- -	40 8%
Don't know	300 15%	37 19%	45 15%	16 10%	69 15%	104 16%	21 12%	1 5%	82 17%
Refused	195 10%	17 9%	28 9%	19 12%	43 9%	69 10%	9 5%	- -	45 9%

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Absolutes/col percents

Table 3
Data derived from:-
Q.A Some people have said they would not vote in a new General Election, while others have said they would vote. I would like to know how certain it is that you would actually vote in a general election?
Q.B The Conservatives, Labour, the Liberal Democrats and other parties would fight a new election in your area. If there were a general election tomorrow which party do you think you would vote for?
Data excludes those who definitely will not vote (7%), don't know who they would vote for (15%) or refuse to answer (10%)
THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

| | Total | Gender | | Age | | | | Social Class | | | | Voting Intention | | | | | Vote In 2010 General Election | | | Region | | | | | NET: England | NET: England & Wales |
		Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scotland	Wales	North	Midlands	South		
Unweighted base	1257	635	622	62	163	684	348	555	271	160	272	453	426	103	135	141	428	347	222	138	64	299	315	442	1056	1120
Weighted base	1157	602	555	90	160	614	292	348	341	217	250	387	412	88	141	129	351	296	207	117	66	279	291	404	974	1040
Conservative	387 33%	201 33%	186 33%	19 21%	46 29%	187 30%	135 46%	149 43%	113 33%	63 29%	62 25%	387 100%	-	-	-	-	285 81%	12 4%	28 14%	15 13%	11 16%	74 27%	122 42%	165 41%	361 37%	371 36%
Labour	412 36%	196 33%	216 39%	46 51%	65 40%	224 36%	77 26%	100 29%	129 38%	70 32%	112 45%	-	412 100%	-	-	-	12 3%	241 81%	65 32%	26 22%	22 34%	142 51%	104 36%	117 29%	364 37%	386 37%
Liberal Democrat/Liberal	88 8%	47 8%	41 7%	5 5%	13 8%	46 7%	25 9%	34 10%	20 6%	17 8%	18 7%	-	-	88 100%	-	-	7 2%	6 2%	61 29%	5 5%	7 11%	19 7%	13 4%	44 11%	76 8%	83 8%
Scottish National Party/SNP	62 5%	31 5%	31 6%	7 8%	9 6%	40 6%	6 2%	18 5%	23 7%	10 5%	12 5%	-	-	-	-	62 48%	1 *	11 4%	8 4%	62 53%	-	-	-	-	-	-
Plaid Cymru	10 1%	5 1%	5 1%	-	-	7 1%	3 1%	4 1%	1 *	* *	4 2%	-	-	-	-	10 8%	1 *	1 *	4 2%	-	10 15%	-	-	-	-	10 1%
Green Party	42 4%	20 3%	22 4%	3 3%	14 9%	22 4%	4 1%	15 4%	18 5%	5 2%	4 2%	-	-	-	-	42 33%	1 *	7 2%	13 6%	1 1%	1 1%	11 4%	5 2%	24 6%	40 4%	41 4%
UK Independence Party (UKIP)	141 12%	94 16%	47 8%	8 9%	12 8%	81 13%	39 13%	26 8%	32 9%	49 23%	33 13%	-	-	-	141 100%	-	43 12%	17 6%	22 11%	4 3%	14 21%	31 11%	44 15%	48 12%	123 13%	137 13%
British National Party (BNP)	1 *	* *	1 *	-	-	1 *	* *	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	-	1 *	-	* *	1 *	1 *
Other	13 1%	7 1%	7 1%	1 2%	2 1%	7 1%	3 1%	2 1%	6 2%	2 1%	4 1%	-	-	-	-	13 10%	-	2 1%	5 3%	3 2%	1 2%	1 *	4 1%	5 1%	10 1%	11 1%

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		Constituency category							
	Total	Lab held AND LAB<10 %, in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotla nd	Other	All Lab-Con margin als (1+2) above.
Unweighted base	1257	104	186	99	270	431	138	9	290
Weighted base	1157	104	173	94	263	376	117	10	277
Conservative	387	34	62	26	56	180	15	1	97
	33%	33%	36%	28%	21%	48%	13%	13%	35%
Labour	412	51	76	25	141	84	26	2	128
	36%	49%	44%	27%	54%	22%	22%	19%	46%
Liberal Democrat/ Liberal	88	2	7	25	15	32	5	-	9
	8%	2%	4%	27%	6%	9%	5%	-	3%
Scottish National Party/SNP	62	-	-	-	2	*	62	-	-
	5%	-	-	-	1%	*	53%	-	-
Plaid Cymru	10	3	1	-	3	3	-	*	4
	1%	3%	*	-	1%	1%	-	4%	1%
Green Party	42	1	3	6	8	18	2	2	4
	4%	1%	2%	7%	3%	5%	1%	21%	1%
UK Independence Party (UKIP)	141	13	21	8	35	54	4	4	34
	12%	12%	12%	9%	13%	14%	3%	43%	12%
British National Party (BNP)	1	-	-	-	1	-	-	-	-
	*	-	-	-	*	-	-	-	-
Other	13	-	3	2	1	4	3	-	3
	1%	-	2%	2%	*	1%	2%	-	1%

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<u>Opinion Poll</u>
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Col percents

Table 4
Published Vote Intention Figures
Percentages derived from the responses of 1544 respondents

	Total
Conservative	34%
Labour	35%
Liberal Democrat	9%
UKIP	11%
Green	4%
SNP	5%
Plaid Cymru	1%
Other	1%

Prepared on behalf of The Guardian by ICMUnlimited - Confidential

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Absolutes/col percents

Table 5
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the Prime Minister, David Cameron
Base: All respondents

	Total	Gender Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 GE Con	Vote In 2010 GE Lab	Vote In 2010 GE Lib Dem	Region Scot-land	Region Wales	Region North	Region Mid-lands	Region South	NET: Eng-land	NET: Eng-land & Wales
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Good job	1033 51%	517 52%	516 50%	106 40%	168 51%	511 50%	248 60%	294 55%	301 51%	231 53%	207 44%	409 93%	123 24%	52 50%	90 53%	24 16%	388 88%	94 25%	110 40%	59 34%	51 49%	225 45%	294 55%	404 57%	923 53%	974 53%
Bad job	762 38%	381 38%	381 37%	111 42%	117 36%	405 40%	128 31%	192 36%	213 36%	151 35%	206 44%	18 4%	351 68%	38 37%	63 37%	120 77%	32 7%	247 67%	132 48%	104 59%	44 42%	205 41%	181 34%	227 32%	613 35%	657 36%
Don't know	229 11%	96 10%	132 13%	48 18%	45 14%	99 10%	36 9%	52 10%	71 12%	51 12%	54 12%	11 3%	41 8%	14 14%	17 10%	11 7%	22 5%	28 8%	31 11%	13 8%	9 9%	70 14%	60 11%	76 11%	206 12%	215 12%

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 5
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the Prime Minister, David Cameron
Base: All respondents

	Total	Lab held AND LAB<10 %, in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Good job	1033	100	144	87	209	398	59	7	244
	51%	51%	48%	54%	44%	60%	34%	60%	49%
Bad job	762	69	112	58	207	198	104	5	182
	38%	35%	38%	37%	44%	30%	59%	40%	37%
Don't know	229	28	41	14	58	69	13	-	68
	11%	14%	14%	9%	12%	10%	8%	-	14%

Constituency category

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 6
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the leader of the opposition, Ed Miliband
Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: England	NET: England & Wales
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South		
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Good job	635 31%	304 31%	332 32%	99 37%	104 31%	313 31%	119 29%	153 28%	186 32%	134 31%	162 35%	49 11%	352 68%	31 30%	31 18%	28 18%	59 13%	212 57%	89 32%	45 26%	39 37%	156 31%	178 33%	218 31%	551 32%	590 32%
Bad job	1030 51%	550 55%	481 47%	97 37%	148 45%	554 55%	232 56%	312 58%	292 50%	216 50%	211 45%	346 79%	88 17%	62 59%	119 70%	111 71%	343 77%	105 28%	139 51%	115 65%	54 51%	232 46%	263 49%	367 52%	862 49%	916 50%
Don't know	357 18%	140 14%	217 21%	69 26%	79 24%	147 15%	62 15%	74 14%	107 18%	83 19%	94 20%	43 10%	75 14%	11 11%	21 12%	16 10%	41 9%	53 14%	45 17%	17 9%	12 12%	112 22%	94 18%	123 17%	329 19%	341 18%

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Absolutes/col percents

Table 6
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the leader of the opposition, Ed Miliband
Base: All respondents

	Total	Lab held AND LAB<10%, in E&W.	Con held AND CON<15% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W)	Safe Conservative (i.e. Con held>15.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Good job	635	68	107	55	172	173	45	4	175
	31%	35%	36%	35%	36%	26%	26%	30%	35%
Bad job	1030	89	146	89	192	373	115	6	234
	51%	45%	49%	56%	40%	56%	65%	52%	47%
Don't know	357	41	44	15	110	119	17	2	85
	18%	21%	15%	9%	23%	18%	9%	18%	17%

Constituency category

Prepared on behalf of The Guardian by ICMUnlimited - Confidential

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 7
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the leader of the Liberal Democrats, Nick Clegg
Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region						NET: England	NET: England & Wales
		Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South		
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Good job	683 34%	341 34%	341 33%	62 23%	105 32%	349 34%	167 41%	216 40%	197 34%	130 30%	140 30%	216 49%	108 21%	86 83%	46 27%	30 19%	198 45%	78 21%	130 48%	44 25%	36 35%	155 31%	183 34%	263 37%	602 35%	638 35%
Bad job	1022 51%	528 53%	494 48%	147 55%	163 49%	521 51%	191 46%	263 49%	305 52%	227 52%	228 49%	180 41%	336 65%	13 12%	103 60%	108 70%	198 45%	243 66%	124 45%	112 63%	56 54%	266 53%	265 50%	324 46%	855 49%	910 49%
Don't know	318 16%	124 12%	194 19%	57 22%	62 19%	144 14%	54 13%	59 11%	83 14%	77 18%	100 21%	43 10%	71 14%	5 5%	22 13%	17 11%	46 10%	49 13%	19 7%	20 12%	12 11%	79 16%	86 16%	120 17%	286 16%	297 16%

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 7
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the leader of the Liberal Democrats, Nick Clegg
Base: All respondents

	Total	Lab held AND LAB<10 %, in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Good job	683	55	98	74	126	262	44	4	154
	34%	28%	33%	46%	27%	39%	25%	34%	31%
Bad job	1022	104	155	72	260	294	112	8	260
	51%	53%	52%	45%	55%	44%	63%	66%	53%
Don't know	318	37	43	14	88	109	20	-	81
	16%	19%	15%	9%	19%	16%	12%	-	16%

Constituency category

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ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 8
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the leader of UKIP, Nigel Farage
Base: All respondents

	Total	Gender Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 General Election Con	Vote In 2010 General Election Lab	Vote In 2010 General Election Lib Dem	Region Scot-land	Region Wales	Region North	Region Mid-lands	Region South	NET: Eng-land	NET: Eng-land & Wales
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Good job	699 35%	398 40%	301 29%	56 21%	86 26%	380 37%	177 43%	169 31%	190 33%	180 42%	159 34%	206 47%	105 20%	25 24%	165 97%	17 11%	220 50%	91 25%	73 27%	34 19%	48 46%	163 33%	183 34%	271 38%	617 35%	665 36%
Bad job	1019 50%	466 47%	553 54%	158 59%	180 54%	505 50%	176 43%	310 57%	320 55%	181 42%	208 45%	179 41%	349 68%	73 70%	1 1%	124 80%	170 38%	239 65%	180 66%	122 69%	47 45%	243 49%	264 49%	344 49%	850 49%	897 49%
Don't know	305 15%	129 13%	175 17%	52 19%	65 20%	129 13%	59 14%	60 11%	74 13%	72 17%	99 21%	53 12%	61 12%	7 6%	5 3%	14 9%	53 12%	40 11%	20 7%	20 12%	10 9%	94 19%	88 17%	92 13%	274 16%	284 15%

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 8
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the leader of UKIP, Nigel Farage
Base: All respondents

	Total	Lab held AND LAB<10%, in E&W.	Con held AND CON<15% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W)	Safe Conservative (i.e. Con held>15.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Good job	699	58	106	60	141	274	34	7	165
	35%	29%	36%	38%	30%	41%	19%	60%	33%
Bad job	1019	99	146	80	244	305	122	5	246
	50%	50%	49%	50%	52%	46%	69%	40%	50%
Don't know	305	40	44	19	89	85	20	-	84
	15%	20%	15%	12%	19%	13%	12%	-	17%

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 9
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the leader of the SNP, Nicola Sturgeon
Base: All respondents

	Total	Gender Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 General Election Con	Vote In 2010 General Election Lab	Vote In 2010 General Election Lib Dem	Region Scot-land	Region Wales	Region North	Region Mid-lands	Region South	NET: Eng-land	NET: Eng-land & Wales
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Good job	829 41%	444 45%	385 37%	87 33%	126 38%	454 45%	161 39%	263 49%	248 42%	153 35%	166 35%	145 33%	243 47%	53 50%	57 33%	126 82%	152 34%	174 47%	162 59%	121 69%	46 44%	178 36%	193 36%	291 41%	662 38%	708 38%
Bad job	716 35%	360 36%	356 35%	70 27%	104 32%	369 36%	173 42%	185 34%	205 35%	163 38%	162 35%	231 53%	137 27%	34 33%	81 47%	15 10%	237 53%	125 34%	64 23%	52 30%	42 41%	189 38%	199 37%	233 33%	622 36%	664 36%
Don't know	478 24%	189 19%	289 28%	108 41%	100 30%	192 19%	78 19%	90 17%	131 22%	118 27%	139 30%	63 14%	135 26%	18 17%	33 19%	13 8%	54 12%	71 19%	48 17%	3 2%	16 16%	133 27%	142 27%	183 26%	458 26%	475 26%

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 9
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the leader of the SNP, Nicola Sturgeon
Base: All respondents

	Total	Lab held AND LAB<10%, in E&W.	Con held AND CON<15% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W)	Safe Conservative (i.e. Con held>15.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Good job	829	77	115	75	169	252	121	6	192
	41%	39%	39%	47%	36%	38%	69%	52%	39%
Bad job	716	65	106	53	166	253	52	6	170
	35%	33%	36%	33%	35%	38%	30%	48%	34%
Don't know	478	56	76	32	140	160	3	-	132
	24%	28%	26%	20%	29%	24%	2%	-	27%

Prepared on behalf of The Guardian by ICMUnlimited - Confidential

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 10
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the leader of the Greens, Natalie Bennett
Base: All respondents

	Total	Gender Male	Gender Fe-male	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 GE Con	Vote In 2010 GE Lab	Vote In 2010 GE Lib Dem	Region Scot-land	Region Wales	Region North	Region Mid-lands	Region South	NET: Eng-land	NET: Eng-land & Wales
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Good job	620 31%	307 31%	313 30%	97 36%	117 35%	300 30%	106 26%	175 33%	193 33%	125 29%	127 27%	84 19%	187 36%	32 31%	33 19%	92 59%	89 20%	134 36%	104 38%	78 44%	25 24%	145 29%	154 29%	218 31%	518 30%	543 29%
Bad job	770 38%	418 42%	352 34%	65 25%	99 30%	423 42%	182 44%	229 42%	212 36%	154 35%	176 38%	232 53%	163 32%	48 46%	89 52%	40 26%	243 55%	127 34%	104 38%	64 36%	47 45%	188 38%	191 36%	280 40%	660 38%	706 38%
Don't know	632 31%	269 27%	364 35%	103 39%	114 35%	291 29%	124 30%	135 25%	179 31%	155 36%	164 35%	123 28%	165 32%	24 23%	49 29%	23 15%	110 25%	108 29%	65 24%	35 20%	33 31%	167 33%	189 35%	209 29%	565 32%	597 32%

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 10
Q.1 From what you have seen or heard, do you think ... has done a good job or a bad job?
the leader of the Greens, Natalie Bennett
Base: All respondents

		Constituency category							
					Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>15.1%, in E&W)			All Lab-Con marginals (1+2) above.
	Total	Lab held AND LAB<10 %, in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W			Scotland	Other	
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Good job	620	60	83	57	159	170	78	5	144
	31%	31%	28%	36%	33%	26%	44%	46%	29%
Bad job	770	67	131	56	148	286	64	4	199
	38%	34%	44%	35%	31%	43%	36%	36%	40%
Don't know	632	69	82	46	167	209	35	2	152
	31%	35%	28%	29%	35%	31%	20%	18%	31%

ICMUnlimited...

Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 11
Q.2 Thinking about possible outcomes for Thursday's election - which some suggest could result in another hung parliament where no party has enough seats to govern on its own
- which one of the following do you think would be best for Britain?
Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: England	NET: England & Wales
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South		
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
A Labour majority government	480 24%	235 24%	245 24%	71 27%	93 28%	230 23%	85 21%	101 19%	146 25%	99 23%	134 29%	1 *	350 68%	12 11%	10 6%	22 15%	8 2%	229 62%	65 24%	35 20%	30 29%	162 32%	123 23%	131 19%	416 24%	446 24%
A government which is led by Labour, but where Labour has to strike compromises with other parties	404 20%	197 20%	207 20%	83 31%	55 17%	215 21%	51 12%	107 20%	119 20%	87 20%	92 20%	6 1%	145 28%	38 36%	14 8%	86 56%	10 2%	84 23%	92 34%	69 39%	24 23%	89 18%	82 15%	142 20%	312 18%	335 18%
A government which is led by the Conservatives, but where the Conservatives have to strike compromises with other parties	429 21%	221 22%	208 20%	43 16%	71 21%	226 22%	89 22%	132 24%	134 23%	91 21%	72 15%	118 27%	6 1%	42 40%	86 50%	17 11%	127 29%	22 6%	77 28%	23 13%	16 15%	93 19%	123 23%	173 24%	390 22%	406 22%
A Conservative majority government	496 25%	257 26%	239 23%	35 13%	61 19%	243 24%	157 38%	160 30%	125 21%	113 26%	98 21%	310 71%	9 2%	8 8%	39 23%	7 5%	285 64%	24 7%	30 11%	23 13%	29 28%	106 21%	152 28%	187 26%	444 26%	473 26%
Don't know	213 11%	83 8%	130 13%	33 13%	50 15%	99 10%	30 7%	39 7%	60 10%	44 10%	71 15%	5 1%	5 1%	5 4%	21 13%	21 14%	13 3%	11 3%	8 3%	27 15%	6 6%	50 10%	55 10%	74 11%	180 10%	186 10%

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 11
Q.2 Thinking about possible outcomes for Thursday's election - which some suggest could result in another hung parliament where no party has enough seats to govern on its own - which one of the following do you think would be best for Britain?
Base: All respondents

	Total	Lab held AND LAB<10%, in E&W.	Con held AND CON<15% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W)	Safe Conservative (i.e. Con held>15.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
A Labour majority government	480 24%	58 29%	79 27%	29 18%	164 35%	101 15%	35 20%	3 23%	137 28%
A government which is led by Labour, but where Labour has to strike compromises with other parties	404 20%	34 17%	52 18%	41 26%	107 23%	94 14%	69 39%	3 24%	86 17%
A government which is led by the Conservatives, but where the Conservatives have to strike compromises with other parties	429 21%	38 19%	64 22%	40 25%	63 13%	186 28%	23 13%	4 37%	102 21%
A Conservative majority government	496 25%	49 25%	69 23%	38 24%	83 17%	219 33%	23 13%	2 16%	118 24%
Don't know	213 11%	18 9%	32 11%	11 7%	57 12%	64 10%	27 15%	- -	51 10%

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Absolutes/col percents

Table 12
Q.3 Looking back on the election campaign and the issues the parties have raised, which of the following - if any - would you say has made you stop and think about how you will cast your vote?
Base: All respondents

	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scotland	Wales	North	Midlands	South	NET: England	NET: England & Wales
		Gender			Age				Social Class				Voting Intention				Vote In 2010 General Election					Region				
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
The prospect of cuts to benefits, tax credits and public services	1149 57%	542 55%	607 59%	144 54%	209 63%	603 59%	193 47%	305 57%	330 56%	252 58%	263 56%	192 44%	370 72%	65 62%	71 42%	104 67%	208 47%	250 67%	187 68%	106 60%	44 42%	314 63%	286 54%	399 56%	999 57%	1044 57%
The prospect of tax rises	936 46%	439 44%	497 48%	133 50%	183 55%	487 48%	133 32%	253 47%	273 47%	224 52%	185 40%	215 49%	227 44%	51 49%	72 42%	78 51%	221 50%	172 46%	123 45%	94 53%	28 27%	231 46%	240 45%	342 48%	813 47%	841 46%
Squeezed living standards	1054 52%	497 50%	557 54%	143 54%	184 56%	575 57%	152 37%	271 50%	312 53%	236 54%	234 50%	189 43%	329 64%	50 48%	77 45%	104 67%	181 41%	225 61%	152 56%	106 60%	41 40%	261 52%	284 53%	362 51%	906 52%	948 51%
The government deficit	991 49%	508 51%	483 47%	101 38%	163 49%	533 53%	194 47%	302 56%	291 50%	214 49%	185 40%	286 65%	227 44%	56 53%	81 47%	61 39%	283 64%	167 45%	144 53%	85 48%	48 46%	221 44%	279 52%	358 51%	857 49%	906 49%
The future of the NHS	1633 81%	774 78%	859 83%	227 86%	256 78%	839 83%	311 75%	421 78%	485 83%	360 83%	367 79%	322 73%	454 88%	81 77%	132 77%	140 90%	330 74%	326 88%	230 84%	150 85%	87 83%	394 79%	436 81%	567 80%	1397 80%	1484 80%
The possibility of a smaller party holding the next government to ransom	815 40%	430 43%	385 37%	73 27%	111 34%	440 43%	191 46%	235 44%	225 38%	166 38%	190 41%	221 50%	164 32%	51 48%	83 49%	56 36%	234 53%	143 39%	110 40%	73 41%	39 38%	203 41%	215 40%	285 40%	703 40%	742 40%
None of them	101 5%	54 5%	47 5%	8 3%	21 6%	41 4%	31 8%	27 5%	17 3%	18 4%	39 8%	20 5%	15 3%	5 5%	8 5%	8 5%	21 5%	10 3%	10 4%	8 5%	6 6%	31 6%	26 5%	31 4%	87 5%	93 5%
Don't know	19 1%	7 1%	12 1%	3 1%	5 2%	7 1%	4 1%	2 *	8 1%	5 1%	4 1%	1 *	3 *	- -	* *	- -	3 1%	4 1%	- -	- -	- -	10 2%	4 1%	6 1%	19 1%	19 1%

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 12
Q.3 Looking back on the election campaign and the issues the parties have raised, which of the following - if any - would you say has made you stop and think about how you will cast your vote?
Base: All respondents

| | | Constituency category | | | | | | | |
| | | | | | Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W) | Safe Conservative (i.e. Con held>15.1%, in E&W) | | | All Lab-Con marginals (1+2) above. |
	Total	Lab held AND LAB<10%, in E&W.	Con held AND CON<15% in E&W.	LD-held seats in E&W			Scotland	Other	
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
The prospect of cuts to benefits, tax credits and public services	1149 57%	97 49%	166 56%	101 63%	290 61%	358 54%	106 60%	7 58%	263 53%
The prospect of tax rises	936 46%	75 38%	141 48%	63 40%	235 49%	302 46%	94 53%	5 45%	216 44%
Squeezed living standards	1054 52%	98 50%	162 55%	78 49%	259 55%	320 48%	106 60%	5 45%	260 53%
The government deficit	991 49%	74 37%	158 53%	79 50%	218 46%	350 53%	85 48%	3 25%	231 47%
The future of the NHS	1633 81%	155 79%	242 81%	131 82%	386 82%	519 78%	150 85%	11 95%	397 80%
The possibility of a smaller party holding the next government to ransom	815 40%	76 39%	117 39%	56 35%	175 37%	299 45%	73 41%	6 48%	193 39%
None of them	101 5%	16 8%	15 5%	5 3%	25 5%	30 5%	8 5%	- -	30 6%
Don't know	19 1%	3 2%	1 *	- -	9 2%	5 1%	- -	- -	4 1%

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 13
Q.4 At the last General Election in May 2010, the Conservatives won 37% share of the vote, Labour won 30% share, the Liberal Democrats 24% share and smaller parties had 10% share of the vote. Knowing this, please tell me what percentage share of the vote you think the ... would win if there were a General Election tomorrow?
Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: England	NET: England & Wales
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South		
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Conservatives	34.5	34.3	34.6	32.8	32.3	34.4	37.5	34.3	35.0	34.7	33.9	39.5	32.0	33.7	33.7	31.7	39.0	32.2	32.9	31.9	33.4	34.4	34.3	35.5	34.8	34.7
Labour	31.9	32.1	31.7	32.2	30.5	32.1	32.5	31.9	31.9	31.2	32.7	29.6	37.4	31.1	28.3	31.0	30.0	36.2	31.9	31.2	32.8	33.1	31.8	31.3	32.0	32.0
Liberal Democrats	14.4	13.3	15.5	15.9	15.2	14.2	13.4	14.3	14.4	14.8	14.2	13.9	13.6	18.3	11.7	12.9	13.6	13.3	15.4	13.6	13.8	14.6	14.6	14.5	14.5	14.5
UKIP	9.6	10.0	9.2	10.0	11.3	9.5	8.1	9.1	8.7	10.9	10.0	8.6	7.6	8.0	17.9	7.6	9.0	8.3	9.1	7.6	9.1	9.3	10.5	9.7	9.8	9.8
Other parties	9.6	10.2	8.9	9.1	10.7	9.8	8.4	10.3	10.0	8.4	9.2	8.3	9.4	8.9	8.5	16.8	8.3	10.0	10.8	15.6	10.9	8.7	8.7	9.2	8.9	9.0

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 13
Q.4 At the last General Election in May 2010, the Conservatives won 37% share of the vote, Labour won 30% share, the Liberal Democrats 24% share and smaller parties had 10% share of the vote. Knowing this, please tell me what percentage share of the vote you think the ... would win if there were a General Election tomorrow?
Base: All respondents

| | Total | Constituency category | | | | | | | |
		Lab held AND LAB<10%, in E&W.	Con held AND CON<15% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W)	Safe Conservative (i.e. Con held>15.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Conservatives	34.5	35.0	34.3	33.4	34.0	35.7	31.9	34.0	34.6
Labour	31.9	32.8	32.6	33.3	32.8	30.6	31.2	33.2	32.7
Liberal Democrats	14.4	14.6	13.6	15.9	14.3	14.7	13.6	16.4	14.0
UKIP	9.6	8.4	11.0	8.4	9.5	10.3	7.6	7.9	10.0
Other parties	9.6	9.1	8.5	9.0	9.4	8.8	15.6	8.5	8.7

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 14
Q.4 At the last General Election in May 2010, the Conservatives won 37% share of the vote, Labour won 30% share, the Liberal Democrats 24% share and smaller parties had 10% share of the vote. Knowing this, please tell me what percentage share of the vote you think the ... would win if there were a General Election tomorrow?
Conservatives
Base: All respondents

	Total	Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scotland	Wales	North	Midlands	South	NET: England	NET: England & Wales
		Gender			Age				Social Class				Voting Intention					Vote In 2010 General Election				Region				
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Zero percent	14 1%	7 1%	7 1%	1 *	2 1%	7 1%	4 1%	1 *	1 *	4 1%	7 1%	-	4 1%	1 1%	2 1%	-	-	4 1%	1 1%	-	1 1%	3 1%	7 1%	2 *	12 1%	14 1%
1%-10%	29 1%	11 1%	17 2%	2 1%	9 3%	13 1%	5 1%	4 1%	6 1%	4 1%	15 3%	-	10 2%	1 1%	2 1%	5 3%	1 *	9 2%	2 1%	5 3%	2 2%	6 1%	8 1%	8 1%	22 1%	23 1%
11%-20%	102 5%	31 3%	71 7%	19 7%	22 7%	46 5%	15 4%	24 5%	27 5%	21 5%	30 6%	2 *	29 6%	7 6%	3 2%	9 6%	2 1%	23 6%	13 5%	16 9%	5 5%	27 5%	28 5%	26 4%	81 5%	86 5%
21%-30%	532 26%	220 22%	312 30%	103 39%	121 37%	242 24%	66 16%	111 21%	150 26%	137 32%	134 29%	38 9%	176 34%	28 27%	58 34%	54 35%	53 12%	114 31%	81 30%	60 34%	34 33%	144 29%	121 23%	173 24%	438 25%	472 26%
31%-40%	1141 56%	638 64%	503 49%	122 46%	155 47%	610 60%	254 62%	362 67%	341 58%	212 49%	226 48%	319 73%	272 53%	55 52%	91 53%	79 51%	302 68%	196 53%	163 60%	82 46%	51 49%	260 52%	322 60%	425 60%	1007 58%	1059 57%
41%-50%	112 6%	56 6%	56 5%	8 3%	11 3%	61 6%	32 8%	25 5%	27 5%	28 7%	32 7%	38 9%	14 3%	9 9%	9 5%	7 4%	42 9%	13 4%	10 4%	9 5%	7 7%	31 6%	24 4%	41 6%	96 6%	103 6%
51%-60%	54 3%	22 2%	33 3%	7 3%	8 3%	19 2%	21 5%	6 1%	20 3%	20 5%	9 2%	25 6%	9 2%	3 3%	4 2%	1 1%	27 6%	7 2%	1 *	4 2%	3 3%	20 4%	16 3%	12 2%	48 3%	51 3%
61%-70%	19 1%	6 1%	13 1%	3 1%	1 *	9 1%	6 1%	2 *	3 1%	-	5 1%	9 2%	6 1%	1 *	1 1%	-	-	8 2%	1 *	2 1%	1 *	-	6 1%	4 1%	8 1%	18 1%	18 1%
71%-80%	12 1%	3 *	9 1%	1 *	-	5 *	6 1%	3 1%	6 1%	1 *	2 *	4 1%	1 *	-	2 1%	-	4 1%	1 *	-	-	-	3 1%	2 *	7 1%	12 1%	12 1%
81%-90%	5 *	-	5 *	-	1 *	2 *	2 *	-	2 *	1 *	2 *	4 1%	-	-	-	-	3 1%	1 *	-	-	1 1%	-	1 *	3 *	4 *	5 *
91%-100%	3 *	-	3 *	-	-	-	3 1%	-	1 *	-	2 *	1 *	-	-	-	-	1 *	-	-	-	-	-	-	2 *	3 *	3 *
Mean	34.5	34.3	34.6	32.8	32.3	34.4	37.5	34.3	35.0	34.7	33.9	39.5	32.0	33.7	33.7	31.7	39.0	32.2	32.9	31.9	33.4	34.4	34.3	35.5	34.8	34.7
Standard deviation	10.2	8.4	11.7	8.9	9.8	9.3	12.4	7.6	10.2	10.4	12.3	10.0	8.1	9.7	9.5	7.8	10.0	9.4	7.0	8.9	10.6	10.2	10.4	10.2	10.3	10.3
Standard error	0.2	0.3	0.4	0.7	0.6	0.3	0.6	0.3	0.5	0.6	0.6	0.4	0.4	0.9	0.8	0.6	0.4	0.4	0.4	0.6	1.1	0.5	0.4	0.4	0.2	0.2

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 14
Q.4 At the last General Election in May 2010, the Conservatives won 37% share of the vote, Labour won 30% share, the Liberal Democrats 24% share and smaller parties had 10% share of the vote. Knowing this, please tell me what percentage share of the vote you think the ... would win if there were a General Election tomorrow?
Conservatives
Base: All respondents

| | | Constituency category | | | | | | | |
	Total	Lab held AND LAB<10%, in E&W.	Con held AND CON<15% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W)	Safe Conservative (i.e. Con held>15.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Zero percent	14	-	3	1	3	7	-	-	3
	1%	-	1%	*	1%	1%	-	-	1%
1%-10%	29	2	3	3	12	4	5	-	5
	1%	1%	1%	2%	2%	1%	3%	-	1%
11%-20%	102	5	21	7	28	23	16	-	26
	5%	2%	7%	5%	6%	3%	9%	-	5%
21%-30%	532	56	69	47	145	135	60	3	125
	26%	29%	23%	29%	31%	20%	34%	29%	25%
31%-40%	1141	112	170	91	236	425	82	8	281
	56%	57%	57%	57%	50%	64%	46%	71%	57%
41%-50%	112	16	16	5	23	40	9	-	32
	6%	8%	6%	3%	5%	6%	5%	-	7%
51%-60%	54	6	11	5	10	16	4	-	16
	3%	3%	4%	3%	2%	2%	2%	-	3%
61%-70%	19	-	3	-	9	6	1	-	3
	1%	-	1%	-	2%	1%	*	-	1%
71%-80%	12	1	-	-	6	5	-	-	1
	1%	1%	-	-	1%	1%	-	-	*
81%-90%	5	-	1	-	2	2	-	-	1
	*	-	*	-	*	*	-	-	*
91%-100%	3	-	-	-	2	1	-	-	-
	*	-	-	-	*	*	-	-	-
Mean	34.5	35.0	34.3	33.4	34.0	35.7	31.9	34.0	34.6
Standard deviation	10.2	8.3	9.9	8.1	12.1	10.1	8.9	3.4	9.3
Standard error	0.2	0.6	0.6	0.7	0.6	0.4	0.6	1.0	0.4

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 15
Q.4 At the last General Election in May 2010, the Conservatives won 37% share of the vote, Labour won 30% share, the Liberal Democrats 24% share and smaller parties had 10% share of the vote. Knowing this, please tell me what percentage share of the vote you think the ... would win if there were a General Election tomorrow?
Labour
Base: All respondents

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 Con	Vote In 2010 Lab	Vote In 2010 Lib Dem	Region Scotland	Region Wales	Region North	Region Midlands	Region South	NET: England	NET: England & Wales
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Zero percent	7	1	5	-	2	2	3	1	-	4	2	3	-	-	2	-	3	-	-	-	-	-	4	3	7	7
	*	*	1%	-	1%	*	1%	*	-	1%	*	1%	-	-	1%	-	1%	-	-	-	-	-	1%	*	*	*
1%-10%	52	14	38	3	12	20	17	7	16	9	20	16	2	4	6	6	19	5	3	7	2	12	13	19	43	45
	3%	1%	4%	1%	4%	2%	4%	1%	3%	2%	4%	4%	*	4%	4%	4%	4%	1%	1%	4%	2%	2%	2%	3%	2%	2%
11%-20%	138	51	87	21	39	61	18	26	42	33	38	29	7	5	21	7	19	12	11	14	4	32	33	56	120	125
	7%	5%	8%	8%	12%	6%	4%	5%	7%	8%	8%	7%	1%	5%	12%	5%	4%	3%	4%	8%	4%	6%	6%	8%	7%	7%
21%-30%	736	343	393	93	123	367	153	197	198	182	159	196	73	38	84	60	201	71	108	60	38	171	204	263	638	676
	36%	35%	38%	35%	37%	36%	37%	37%	34%	42%	34%	45%	14%	36%	49%	39%	45%	19%	39%	34%	37%	34%	38%	37%	37%	37%
31%-40%	961	542	420	136	139	504	182	288	290	186	196	187	351	53	55	75	190	233	141	91	53	240	248	329	817	870
	48%	55%	41%	51%	42%	50%	44%	54%	50%	43%	42%	43%	68%	51%	32%	48%	43%	63%	52%	52%	51%	48%	46%	46%	47%	47%
41%-50%	90	33	57	9	10	46	25	14	32	15	28	6	53	5	2	7	11	32	9	4	4	29	20	33	81	86
	4%	3%	6%	4%	3%	5%	6%	3%	6%	3%	6%	1%	10%	5%	1%	4%	2%	9%	3%	3%	4%	6%	4%	5%	5%	5%
51%-60%	19	1	18	4	2	6	6	1	2	5	11	1	16	-	-	-	-	4	1	-	-	8	9	2	19	19
	1%	*	2%	1%	1%	1%	2%	*	*	1%	2%	*	3%	-	-	-	-	1%	1%	-	-	2%	2%	*	1%	1%
61%-70%	8	4	4	1	1	3	3	1	2	-	5	-	5	-	-	-	-	5	-	1	3	-	2	2	5	7
	*	*	*	*	*	*	1%	*	*	-	1%	-	1%	-	-	-	-	1%	-	1%	2%	-	*	*	*	*
71%-80%	7	2	6	-	1	3	3	3	2	-	2	-	5	-	-	-	-	6	-	-	-	7	-	1	7	7
	*	*	1%	-	*	*	1%	1%	*	-	*	-	1%	-	-	-	-	2%	-	-	-	1%	-	*	*	*
81%-90%	3	2	1	-	-	2	1	-	-	-	3	-	1	-	-	-	-	1	-	-	-	-	1	2	3	3
	*	*	*	-	-	*	*	-	-	-	1%	-	*	-	-	-	-	*	-	-	-	-	*	*	*	*
91%-100%	1	1	-	-	-	-	1	-	-	-	1	-	1	-	-	-	-	1	-	-	-	-	-	-	1	1
	*	*	-	-	-	-	*	-	-	-	*	-	*	-	-	-	-	*	-	-	-	-	-	-	*	*
Mean	31.9	32.1	31.7	32.2	30.5	32.1	32.5	31.9	31.9	31.2	32.7	29.6	37.4	31.1	28.3	31.0	30.0	36.2	31.9	31.2	32.8	33.1	31.8	31.3	32.0	32.0
Standard deviation	9.1	7.9	10.1	7.7	9.6	8.2	11.1	7.2	8.4	8.2	12.1	7.2	9.4	6.8	8.0	7.6	7.3	10.8	6.0	8.2	9.0	9.9	9.1	8.6	9.2	9.2
Standard error	0.2	0.3	0.3	0.6	0.5	0.3	0.5	0.3	0.4	0.5	0.6	0.3	0.4	0.6	0.6	0.6	0.3	0.5	0.3	0.6	0.9	0.4	0.4	0.3	0.2	0.2

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

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Base: All respondents

| | | Constituency category | | | | | | | |
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Unweighted base	2023	182	290	152	452	698	199	11	472
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Zero percent	7 *	- -	1 *	- -	2 *	4 1%	- -	- -	1 *
1%-10%	52 3%	3 1%	6 2%	- -	14 3%	21 3%	7 4%	- -	9 2%
11%-20%	138 7%	9 5%	21 7%	2 1%	33 7%	58 9%	14 8%	- -	30 6%
21%-30%	736 36%	72 37%	105 35%	68 43%	131 28%	275 41%	60 34%	4 37%	178 36%
31%-40%	961 48%	99 50%	140 47%	80 50%	258 54%	274 41%	91 52%	6 52%	239 48%
41%-50%	90 4%	10 5%	14 5%	5 3%	27 6%	25 4%	4 3%	1 11%	24 5%
51%-60%	19 1%	1 *	6 2%	3 2%	3 1%	3 *	- -	- -	6 1%
61%-70%	8 *	1 1%	1 *	- -	4 1%	1 *	1 1%	- -	2 *
71%-80%	7 *	1 1%	2 1%	- -	3 1%	1 *	- -	- -	3 1%
81%-90%	3 *	- -	1 *	- -	- -	2 *	- -	- -	1 *
91%-100%	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -
Mean	31.9	32.8	32.6	33.3	32.8	30.6	31.2	33.2	32.7
Standard deviation	9.1	8.4	9.8	8.7	9.5	8.7	8.2	5.0	9.2
Standard error	0.2	0.6	0.6	0.7	0.4	0.3	0.6	1.5	0.4

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Absolutes/col percents

Table 16
Q.4 At the last General Election in May 2010, the Conservatives won 37% share of the vote, Labour won 30% share, the Liberal Democrats 24% share and smaller parties had 10% share of the vote. Knowing this, please tell me what percentage share of the vote you think the ... would win if there were a General Election tomorrow?
Liberal Democrats
Base: All respondents

| | Total | Gender | | Age | | | | Social Class | | | | Voting Intention | | | | | Vote In 2010 General Election | | | Region | | | | | | NET: Eng-land | NET: Eng-land & Wales |
		Male	Fe-male	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scot-land	Wales	North	Mid-lands	South		
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Zero percent	83	35	48	7	7	33	36	9	16	22	36	15	27	-	14	3	21	20	3	5	4	24	21	29	74	78
	4%	3%	5%	3%	2%	3%	9%	2%	3%	5%	8%	3%	5%	-	8%	2%	5%	5%	1%	3%	4%	5%	4%	4%	4%	4%
1%-10%	731	416	315	85	113	377	156	197	216	156	162	159	202	31	81	71	169	152	93	77	44	165	192	253	610	654
	36%	42%	31%	32%	34%	37%	38%	37%	37%	36%	35%	36%	39%	30%	48%	46%	38%	41%	34%	44%	42%	33%	36%	36%	35%	35%
11%-20%	903	434	468	114	162	475	152	269	274	175	185	214	219	41	65	63	194	151	136	71	44	236	228	324	788	832
	45%	44%	45%	43%	49%	47%	37%	50%	47%	40%	40%	49%	43%	39%	38%	41%	44%	41%	50%	40%	42%	47%	43%	46%	45%	45%
21%-30%	292	106	186	58	46	127	61	62	72	76	82	51	67	26	8	17	57	46	33	24	11	73	89	95	257	268
	14%	11%	18%	22%	14%	13%	15%	12%	12%	18%	18%	12%	13%	25%	5%	11%	13%	13%	12%	14%	11%	15%	17%	13%	15%	15%
31%-40%	10	3	7	-	-	2	7	2	4	2	2	1	-	4	2	-	1	1	6	-	1	2	3	3	8	10
	*	*	1%	-	-	*	2%	*	1%	*	*	*	-	4%	1%	-	*	*	2%	-	1%	*	1%	*	*	1%
41%-50%	3	-	3	2	-	-	1	-	3	-	-	-	-	-	-	-	1	-	-	-	-	-	-	2	1	3	3
	*	-	*	1%	-	-	*	-	1%	-	-	-	-	-	-	-	*	-	-	-	-	-	*	*	*	*
51%-60%	2	-	2	-	2	-	-	-	-	2	-	-	-	2	-	-	-	-	2	-	-	-	-	-	2	2	2
	*	-	*	-	*	-	-	-	-	*	-	-	-	2%	-	-	-	-	1%	-	-	-	-	*	*	*
61%-70%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
71%-80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
81%-90%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
91%-100%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	14.4	13.3	15.5	15.9	15.2	14.2	13.4	14.3	14.4	14.8	14.2	13.9	13.6	18.3	11.7	12.9	13.6	13.3	15.4	13.6	13.8	14.6	14.6	14.5	14.5	14.5
Standard deviation	7.4	6.7	7.9	7.8	7.4	6.8	8.4	6.4	7.4	7.9	8.1	6.5	7.1	9.7	7.0	6.5	7.2	7.2	7.6	7.3	7.1	7.3	7.5	7.6	7.5	7.4
Standard error	0.2	0.2	0.2	0.6	0.4	0.2	0.4	0.2	0.4	0.5	0.4	0.3	0.3	0.9	0.6	0.5	0.3	0.3	0.4	0.5	0.7	0.3	0.3	0.3	0.2	0.2

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 16
Q.4 At the last General Election in May 2010, the Conservatives won 37% share of the vote, Labour won 30% share, the Liberal Democrats 24% share and smaller parties had 10% share of the vote. Knowing this, please tell me what percentage share of the vote you think the ... would win if there were a General Election tomorrow?
Liberal Democrats
Base: All respondents

					Constituency category				
	Total	Lab held AND LAB<10 %, in E&W.	Con held AND CON<15 % in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10 .1%, in E&W)	Safe Conservative (i.e. Con held>1 5.1%, in E&W)	Scotla nd	Other	All Lab-Con margin als (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Zero percent	83 4%	14 7%	14 5%	3 2%	19 4%	25 4%	5 3%	- -	28 6%
1%-10%	731 36%	75 38%	123 41%	49 31%	171 36%	218 33%	77 44%	3 23%	197 40%
11%-20%	903 45%	73 37%	121 41%	70 44%	221 47%	324 49%	71 40%	7 60%	194 39%
21%-30%	292 14%	32 16%	38 13%	36 23%	59 13%	95 14%	24 14%	- -	70 14%
31%-40%	10 *	2 1%	1 *	1 1%	2 *	1 *	- -	2 18%	3 1%
41%-50%	3 *	2 1%	- -	- -	- -	1 *	- -	- -	2 *
51%-60%	2 *	- -	- -	- -	2 *	- -	- -	- -	- -
61%-70%	- -	- -	- -	- -	- -	- -	- -	- -	- -
71%-80%	- -	- -	- -	- -	- -	- -	- -	- -	- -
81%-90%	- -	- -	- -	- -	- -	- -	- -	- -	- -
91%-100%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean	14.4	14.6	13.6	15.9	14.3	14.7	13.6	16.4	14.0
Standard deviation	7.4	8.5	7.2	7.0	7.7	7.1	7.3	8.3	7.8
Standard error	0.2	0.6	0.4	0.6	0.4	0.3	0.5	2.5	0.4

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CATI Fieldwork : 3rd-6th May 2015

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UKIP
Base: All respondents

	Total	Gender Male	Gender Female	Age 18-24	Age 25-34	Age 35-64	Age 65+	Social Class AB	Social Class C1	Social Class C2	Social Class DE	Voting Intention Con	Voting Intention Lab	Voting Intention Lib Dem	Voting Intention UKIP	Voting Intention Other	Vote In 2010 Con	Vote In 2010 Lab	Vote In 2010 Lib Dem	Region Scotland	Region Wales	Region North	Region Midlands	Region South	NET: England	NET: England & Wales
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Zero percent	175 9%	72 7%	103 10%	19 7%	13 4%	79 8%	64 15%	33 6%	50 9%	41 10%	51 11%	33 7%	45 9%	20 19%	5 3%	13 8%	38 9%	37 10%	22 8%	15 9%	7 7%	51 10%	34 6%	67 10%	152 9%	160 9%
1%-10%	1210 60%	564 57%	647 63%	165 62%	191 58%	613 60%	242 59%	355 66%	368 63%	229 53%	259 55%	285 65%	363 70%	57 55%	36 21%	110 71%	269 61%	242 65%	167 61%	127 72%	65 63%	303 61%	304 57%	411 58%	1018 58%	1084 59%
11%-20%	548 27%	316 32%	232 23%	65 25%	108 33%	283 28%	91 22%	139 26%	155 27%	132 30%	121 26%	108 25%	101 20%	24 23%	100 58%	28 18%	121 27%	79 21%	80 29%	30 17%	27 26%	126 25%	166 31%	198 28%	491 28%	518 28%
21%-30%	68 3%	31 3%	37 4%	11 4%	12 4%	32 3%	13 3%	8 1%	8 1%	22 5%	29 6%	11 3%	6 1%	1 1%	20 12%	2 1%	13 3%	7 2%	4 1%	4 2%	5 4%	16 3%	19 3%	25 4%	60 3%	64 3%
31%-40%	14 1%	7 1%	7 1%	3 1%	3 1%	4 *	4 1%	1 *	1 *	6 1%	6 1%	2 *	-	3 3%	6 4%	-	2 *	3 1%	-	-	-	2 *	9 2%	2 *	14 1%	14 1%
41%-50%	2 *	-	2 *	1 *	-	1 *	-	-	1 *	1 *	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	1 *	1 *	1 *
51%-60%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
61%-70%	1 *	-	1 *	-	1 *	-	-	-	-	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	1 *	-	1 *	1 *
71%-80%	3 *	2 *	1 *	1 *	1 *	1 *	-	2 *	-	1 *	-	-	-	-	1 1%	-	-	1 *	-	-	-	2 *	1 *	-	3 *	3 *
81%-90%	1 *	1 *	-	-	-	1 *	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1 *	-	1 *	1 *
91%-100%	2 *	2 *	-	-	1 *	* *	-	* *	-	1 *	-	-	-	-	2 1%	-	-	-	* *	-	-	-	-	* *	2 *	2 *
Mean	9.6	10.0	9.2	10.0	11.3	9.5	8.1	9.1	8.7	10.9	10.0	8.6	7.6	8.0	17.9	7.6	9.0	8.3	9.1	7.6	9.1	9.3	10.5	9.7	9.8	9.8
Standard deviation	8.1	8.5	7.8	8.8	10.0	7.5	7.1	7.9	6.3	9.9	8.4	6.0	5.5	7.7	12.9	6.5	6.5	7.6	6.6	6.9	6.3	8.0	8.9	8.1	8.3	8.2
Standard error	0.2	0.3	0.2	0.7	0.6	0.2	0.3	0.3	0.3	0.6	0.4	0.3	0.2	0.7	1.0	0.5	0.3	0.4	0.4	0.5	0.6	0.4	0.4	0.3	0.2	0.2

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

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UKIP
Base: All respondents

		Constituency category							
	Total	Lab held AND LAB<10%, in E&W.	Con held AND CON<15% in E&W.	LD-held seats in E&W	Safe Labour (i.e. Lab held AND Lab>10.1%, in E&W)	Safe Conservative (i.e. Con held>15.1%, in E&W)	Scotland	Other	All Lab-Con marginals (1+2) above.
Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Zero percent	175 9%	17 8%	23 8%	17 11%	41 9%	57 9%	15 9%	- -	39 8%
1%-10%	1210 60%	128 65%	165 55%	98 61%	290 61%	372 56%	127 72%	8 69%	292 59%
11%-20%	548 27%	50 25%	88 30%	43 27%	122 26%	198 30%	30 17%	4 31%	138 28%
21%-30%	68 3%	3 2%	15 5%	1 1%	15 3%	30 5%	4 2%	- -	18 4%
31%-40%	14 1%	- -	4 1%	- -	4 1%	5 1%	- -	- -	4 1%
41%-50%	2 *	- -	- -	- -	1 *	- -	1 1%	- -	- -
51%-60%	- -	- -	- -	- -	- -	- -	- -	- -	- -
61%-70%	1 *	- -	1 *	- -	- -	- -	- -	- -	1 *
71%-80%	3 *	- -	2 1%	- -	- -	1 *	- -	- -	2 *
81%-90%	1 *	- -	- -	- -	1 *	- -	- -	- -	- -
91%-100%	2 *	- -	- -	- -	- -	2 *	- -	- -	- -
Mean	9.6	8.4	11.0	8.4	9.5	10.3	7.6	7.9	10.0
Standard deviation	8.1	6.1	9.7	5.7	7.8	8.9	6.9	4.9	8.5
Standard error	0.2	0.4	0.6	0.5	0.4	0.3	0.5	1.5	0.4

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Other parties
Base: All respondents

	Total	Gender		Age				Social Class				Voting Intention					Vote In 2010 General Election			Region					NET: England	NET: England & Wales
		Male	Female	18-24	25-34	35-64	65+	AB	C1	C2	DE	Con	Lab	Lib Dem	UKIP	Other	Con	Lab	Lib Dem	Scotland	Wales	North	Midlands	South		
Unweighted base	2023	970	1053	170	307	1072	474	826	434	298	465	499	494	117	157	162	519	434	301	199	97	491	535	701	1727	1824
Weighted base	2023	993	1030	266	330	1014	413	539	584	433	467	439	515	105	171	155	443	370	273	177	104	500	535	707	1742	1846
Zero percent	308 15%	117 12%	191 19%	33 13%	39 12%	139 14%	97 23%	53 10%	71 12%	84 19%	100 21%	65 15%	79 15%	17 16%	29 17%	11 7%	73 17%	51 14%	19 7%	17 9%	14 13%	88 17%	74 14%	116 16%	277 16%	291 16%
1%-10%	1053 52%	510 51%	543 53%	150 56%	178 54%	530 52%	195 47%	288 53%	310 53%	223 52%	232 50%	247 56%	261 51%	55 53%	96 56%	50 32%	250 56%	182 49%	147 54%	58 33%	46 44%	270 54%	308 58%	371 53%	949 55%	995 54%
11%-20%	513 25%	285 29%	228 22%	69 26%	98 30%	257 25%	89 22%	157 29%	158 27%	104 24%	93 20%	108 25%	142 28%	27 25%	35 20%	58 37%	95 21%	104 28%	82 30%	63 35%	31 30%	118 24%	123 23%	179 25%	419 24%	450 24%
21%-30%	107 5%	59 6%	49 5%	12 4%	7 2%	65 6%	24 6%	31 6%	32 6%	18 4%	26 6%	16 4%	25 5%	4 4%	6 4%	25 16%	18 4%	21 6%	21 8%	29 16%	10 9%	16 3%	24 5%	28 4%	69 4%	79 4%
31%-40%	25 1%	14 1%	10 1%	1 *	1 *	17 2%	5 1%	8 1%	9 2%	3 1%	5 1%	1 *	7 1%	1 1%	4 2%	4 2%	6 1%	10 3%	3 1%	3 2%	4 4%	5 1%	3 *	10 1%	18 1%	21 1%
41%-50%	4 *	2 *	2 *	-	-	3 *	1 *	-	1 *	-	3 1%	1 *	-	1 1%	-	1 1%	1 *	-	1 *	1 *	-	1 *	3 *	-	3 *	3 *
51%-60%	4 *	2 *	1 *	1 *	1 *	1 *	1 *	1 *	-	-	2 1%	-	-	-	1 *	3 2%	1 *	-	-	3 2%	-	-	1 *	-	1 *	1 *
61%-70%	2 *	-	2 *	-	2 1%	-	-	-	-	-	2 *	-	2 *	-	-	-	-	-	-	-	-	-	-	-	2 *	2 *
71%-80%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
81%-90%	3 *	-	3 *	-	2 1%	-	1 *	-	-	-	3 1%	-	-	-	-	-	2 1%	-	-	2 1%	-	-	-	1 *	1 *	1 *
91%-100%	5 *	4 *	1 *	-	3 1%	1 *	-	1 *	3 1%	-	1 *	-	-	-	-	-	1 1%	-	1 *	1 1%	-	3 1%	-	-	3 *	3 *
Mean	9.6	10.2	8.9	9.1	10.7	9.8	8.4	10.3	10.0	8.4	9.2	8.3	9.4	8.9	8.5	16.8	8.3	10.0	10.8	15.6	10.9	8.7	8.7	9.2	8.9	9.0
Standard deviation	9.6	9.8	9.5	7.5	13.3	9.0	8.7	8.4	10.0	7.3	12.1	6.8	8.3	8.1	8.1	15.7	7.4	9.1	8.0	15.2	8.7	10.0	7.7	8.4	8.7	8.7
Standard error	0.2	0.3	0.3	0.6	0.8	0.3	0.4	0.3	0.5	0.4	0.6	0.3	0.4	0.7	0.6	1.2	0.3	0.4	0.5	1.1	0.9	0.5	0.3	0.3	0.2	0.2

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Opinion Poll
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Unweighted base	2023	182	290	152	452	698	199	11	472
Weighted base	2023	197	297	159	474	664	177	12	494
Zero percent	308 15%	30 15%	54 18%	28 18%	77 16%	97 15%	17 9%	1 6%	84 17%
1%-10%	1053 52%	105 53%	164 55%	81 51%	246 52%	371 56%	58 33%	5 46%	269 54%
11%-20%	513 25%	42 22%	69 23%	37 23%	117 25%	167 25%	63 35%	6 48%	111 23%
21%-30%	107 5%	15 8%	7 2%	11 7%	24 5%	20 3%	29 16%	- -	21 4%
31%-40%	25 1%	4 2%	2 1%	2 1%	4 1%	7 1%	3 2%	- -	7 1%
41%-50%	4 *	1 *	- -	- -	3 1%	- -	1 *	- -	1 *
51%-60%	4 *	- -	1 *	- -	- -	- -	3 2%	- -	1 *
61%-70%	2 *	- -	- -	- -	- -	2 *	- -	- -	- -
71%-80%	- -	- -	- -	- -	- -	- -	- -	- -	- -
81%-90%	3 *	- -	1 *	- -	- -	- -	2 1%	- -	1 *
91%-100%	5 *	- -	- -	- -	3 1%	- -	1 1%	- -	- -
Mean	9.6	9.1	8.5	9.0	9.4	8.8	15.6	8.5	8.7
Standard deviation	9.6	8.4	8.2	7.6	10.6	7.8	15.2	5.5	8.3
Standard error	0.2	0.6	0.5	0.6	0.5	0.3	1.1	1.7	0.4

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 19
Q.C/D Voting in May 6th 2010 General Election
Base: All respondents

	Unweighted Total	Weighted Total
Unweighted base	2023	2023
Weighted base	2023	2023
Conservative	519 26%	443 22%
Labour	434 21%	370 18%
Liberal Democrat/ Liberal	301 15%	273 13%
Scottish National Party/SNP	38 2%	32 2%
Plaid Cymru	5 *	5 *
Green Party	27 1%	29 1%
UKIP	33 2%	38 2%
BNP	2 *	3 *
Other	12 1%	12 1%
Did not vote	435 22%	594 29%
Refused	132 7%	132 7%
Don't know	85 4%	92 5%

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Table 20
Classification
Base: All respondents

		Unweighted Total	Weighted Total
Unweighted base		2023	2023
Weighted base		2023	2023
Gender			
Male		970 48%	993 49%
Female		1053 52%	1030 51%
Age			
18-24	(21)	170 8%	266 13%
25-34	(29.5)	307 15%	330 16%
35-44	(39.5)	342 17%	382 19%
45-54	(49.5)	389 19%	337 17%
55-64	(59.5)	341 17%	296 15%
65+	(70)	474 23%	413 20%
Average age		48.87	46.25

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<u>Opinion Poll</u>
<u>CATI Fieldwork : 3rd-6th May 2015</u>

Table 20
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2023	2023
Social Grade		
AB	826 41%	539 27%
C1	434 21%	584 29%
C2	298 15%	433 21%
DE	465 23%	467 23%
Region		
North	690 34%	677 33%
Midlands	632 31%	639 32%
South	701 35%	707 35%

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Absolutes/col percents

Table 20
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2023	2023
Working status		
Full-time	929 46%	891 44%
Part-time	276 14%	243 12%
Not working but seeking work or temporarily unemployed/sick	76 4%	109 5%
Not working/not seeking work	80 4%	105 5%
Retired	553 27%	509 25%
Student	65 3%	124 6%
Refused	44 2%	43 2%

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Opinion Poll
CATI Fieldwork : 3rd-6th May 2015

Absolutes/col percents

Table 20
Classification
Base: All respondents

	Unweighted Total	Weighted Total
Weighted base	2023	2023
Tenure		
Own outright	736 36%	654 32%
Own with a mortgage	733 36%	706 35%
Council	141 7%	271 13%
Housing Ass.	93 5%	87 4%
Rented from someone else	225 11%	221 11%
Rent free	14 1%	12 1%
Refused	81 4%	72 4%

Prepared on behalf of The Guardian by ICMUnlimited - Confidential

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