



Opinium Research Results/ Tables **September 2013**

1,929 Online Interviews (GB Nat. Rep)

1,658 Likely Voters

Field: 17th to 20th September 2013

If the Base is not otherwise specified, the table is based on the full sample and is representative of all GB adults

Where column base is below 50 respondents, figures should be seen as indicative only and we advise against using these when reporting unless appropriate caveats are given

To ensure a nationally representative sample, Opinium weights data to match the following criteria:

Gender	Unweighted count	Weighted count
Male	884	938
Female	1045	991

Age group	Unweighted count	Weighted count
18-34	540	556
35-54	705	682
55+	684	691

GB region	Unweighted count	Weighted count
North East	82	84
North West	235	221
Yorkshire & Humberside	172	170
East Midlands	135	144
West Midlands	190	172
East of England	197	185
London	241	248
South East	248	270
South West	157	170
Wales	99	96
Scotland	173	169

Working status	Unweighted count	Weighted count
Full time	880	828
Part time	350	304
Unemployed	99	102
Retired	378	451
Other	222	243

Social grade	Unweighted count	Weighted count
ABC1	1262	1061
C2DE	667	868

VI_1st
Stage

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
VI 9 inc propensity							
Weighted base	1378	405	501	101	371	0	0
<i>Unweighted base</i>	1388	420	498	105	365	0	0
<i>All likely voters who chose a party</i>	100%	100%	100%	100%	100%	0	0
	405	405	0	0	0	0	0
	420						
Conservative	29%	100%	0	0	0	0	0
	501	0	501	0	0	0	0
	498						
Labour	36%	0	100%	0	0	0	0
	101	0	0	101	0	0	0
	105						
Liberal Democrat	7%	0	0	100%	0	0	0
	41	0	0	0	41	0	0
	41						
SNP	3%	0	0	0	11%	0	0
	10	0	0	0	10	0	0
	11						
Plaid Cymru	1%	0	0	0	3%	0	0
	231	0	0	0	231	0	0
	222						
UKIP	17%	0	0	0	62%	0	0
	62	0	0	0	62	0	0
	65						
Green	4%	0	0	0	17%	0	0
	14	0	0	0	14	0	0
	14						
BNP	1%	0	0	0	4%	0	0
	13	0	0	0	13	0	0
	12						
Other parties	1%	0	0	0	4%	0	0

VI_2nd
Stage

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
VI 9 inc propensity									
Weighted base	371	41	10	62	231	14	2	11	0
<i>Unweighted base</i>	365	41	11	65	222	14	2	10	0
<i>All likely voters who chose a party</i>	100%	100%	100%	100%	100%	100%	100%	100%	0
	0	0	0	0	0	0	0	0	0
Conservative	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0
Labour	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0
Liberal Democrat	0	0	0	0	0	0	0	0	0
	41	41	0	0	0	0	0	0	0
SNP	11%	100%	0	0	0	0	0	0	0
	10	0	10	0	0	0	0	0	0
Plaid Cymru	3%	0	100%	0	0	0	0	0	0
	11	0	0	0	0	0	0	0	0
UKIP	62%	0	0	0	100%	0	0	0	0
	231	0	0	0	231	0	0	0	0
Green	17%	0	0	100%	0	0	0	0	0
	65	0	0	65	0	0	0	0	0
BNP	4%	0	0	0	0	100%	0	0	0
	14	0	0	0	0	14	0	0	0
Other parties	4%	0	0	0	0	0	100%	100%	0
	13	0	0	0	0	0	2	11	0
	12								

	Gender		Age				
	Total	Male	Female	Total	18-34	35-54	55+
VI 9 inc propensity							
Weighted base	1378	734	644	1378	356	484	538
<i>Unweighted base</i>	1388	702	686	1388	351	502	535
<i>All likely voters who chose a party</i>	100%	100%	100%	100%	100%	100%	100%
	405	217	188	405	93	139	173
	420			420			
Conservative	29%	30%	29%	29%	26%	29%	32%
	501	259	242	501	166	181	154
	498			498			
Labour	36%	35%	37%	36%	47%	37%	29%
	101	55	46	101	35	36	30
	105			105			
Liberal Democrat	7%	7%	7%	7%	10%	7%	6%
	41	27	14	41	8	15	17
	41			41			
SNP	3%	4%	2%	3%	2%	3%	3%
	10	8	3	10	3	1	6
	11			11			
Plaid Cymru	1%	1%	0%	1%	1%	0%	1%
	231	124	106	231	21	76	134
	222			222			
UKIP	17%	17%	17%	17%	6%	16%	25%
	62	28	34	62	19	26	17
	65			65			
Green	4%	4%	5%	4%	5%	5%	3%
	14	7	7	14	4	6	4
	14			14			
BNP	1%	1%	1%	1%	1%	1%	1%
	13	9	5	13	6	4	4
	12			12			
Other parties	1%	1%	1%	1%	2%	1%	1%

VI_1st
Stage

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
V1 first stage vote							
If there were a general election tomorrow, for which party would you vote?							
Weighted base	1929	411	510	109	393	167	339
Unweighted base	1929	425	507	113	385	162	337
<i>All GB respondents</i>	100%	100%	100%	100%	100%	100%	100%
Conservative	411 425 21%	411 100%	0	0	0	0	0
Labour	510 507 26%	0	510 100%	0	0	0	0
Liberal Democrat	109 113 6%	0	0	109 100%	0	0	0
Some other party	393 385 20%	0	0	0	393 100%	0	0
Would not vote	167 162 9%	0	0	0	0	167 100%	0
Don't know	339 337 18%	0	0	0	0	0	339 100%

VI_2nd
Stage

V1 first stage vote
If there were a general
election tomorrow, for
which party would you
vote?

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Weighted base	393	42	11	65	237	15	2	12	8
Unweighted base	385	42	12	69	227	15	2	11	7
<i>All GB respondents</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	0	0	0	0	0	0	0	0	0
	0								
Conservative	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0
	0								
Labour	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0
	0								
Liberal Democrat	0	0	0	0	0	0	0	0	0
	393	42	11	65	237	15	2	12	8
	385								
Some other party	100%	100%	100%	100%	100%	100%	100%	100%	100%
	0	0	0	0	0	0	0	0	0
	0								
Would not vote	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0
	0								
Don't know	0	0	0	0	0	0	0	0	0

	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
V1 first stage vote If there were a general election tomorrow, for which party would you vote?							
Weighted base	1929	938	991	1929	556	682	691
Unweighted base	1929	884	1045	1929	540	705	684
<i>All GB respondents</i>	100%	100%	100%	100%	100%	100%	100%
	411	219	192	411	97	142	173
	425			425			
Conservative	21%	23%	19%	21%	17%	21%	25%
	510	262	248	510	173	182	155
	507			507			
Labour	26%	28%	25%	26%	31%	27%	22%
	109	58	51	109	40	38	32
	113			113			
Liberal Democrat	6%	6%	5%	6%	7%	6%	5%
	393	212	181	393	70	137	185
	385			385			
Some other party	20%	23%	18%	20%	13%	20%	27%
	167	79	89	167	80	58	30
	162			162			
Would not vote	9%	8%	9%	9%	14%	9%	4%
	339	107	231	339	96	126	116
	337			337			
Don't know	18%	11%	23%	18%	17%	19%	17%

VI_1st
Stage

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
V2 second stage vote Which of these parties would you vote for?							
Weighted base	393	0	0	0	393	0	0
Unweighted base	385	0	0	0	385	0	0
<i>All selecting "some other party"</i>	100%	0	0	0	100%	0	0
	42	0	0	0	42	0	0
	42						
Scottish National Party	11%	0	0	0	11%	0	0
	11	0	0	0	11	0	0
	12						
Plaid Cymru	3%	0	0	0	3%	0	0
	65	0	0	0	65	0	0
	69						
Green	17%	0	0	0	17%	0	0
United Kingdom	237	0	0	0	237	0	0
Independence Party	227	0	0	0	227	0	0
(UKIP)	60%	0	0	0	60%	0	0
	15	0	0	0	15	0	0
British National Party	15	0	0	0	15	0	0
(BNP)	4%	0	0	0	4%	0	0
	2	0	0	0	2	0	0
	2						
Respect	1%	0	0	0	1%	0	0
	12	0	0	0	12	0	0
	11						
Some other party	3%	0	0	0	3%	0	0
	8	0	0	0	8	0	0
	7						
Don't know	2%	0	0	0	2%	0	0

VI_2nd
Stage

	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
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V2 second stage vote
Which of these parties
would you vote for?

Weighted base	393	42	11	65	237	15	2	12	8
Unweighted base	385	42	12	69	227	15	2	11	7
<i>All selecting "some other party"</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	42	42	0	0	0	0	0	0	0
42									
Scottish National Party	11%	100%	0	0	0	0	0	0	0
	11	0	11	0	0	0	0	0	0
12									
Plaid Cymru	3%	0	100%	0	0	0	0	0	0
	65	0	0	65	0	0	0	0	0
69									
Green	17%	0	0	100%	0	0	0	0	0
United Kingdom Independence Party (UKIP)	237	0	0	0	237	0	0	0	0
	227								
60%	0	0	0	0	100%	0	0	0	0
	15	0	0	0	0	15	0	0	0
15									
British National Party (BNP)	4%	0	0	0	0	100%	0	0	0
	2	0	0	0	0	0	2	0	0
2									
Respect	1%	0	0	0	0	0	100%	0	0
	12	0	0	0	0	0	0	12	0
11									
Some other party	3%	0	0	0	0	0	0	100%	0
	8	0	0	0	0	0	0	0	8
7									
Don't know	2%	0	0	0	0	0	0	0	100%

	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
V2 second stage vote Which of these parties would you vote for?							
Weighted base	393	212	181	393	70	137	185
Unweighted base	385	199	186	385	67	141	177
<i>All selecting "some other party"</i>	100%	100%	100%	100%	100%	100%	100%
	42	29	14	42	8	17	17
	42			42			
Scottish National Party	11%	13%	8%	11%	12%	12%	9%
	11	8	4	11	4	1	6
	12			12			
Plaid Cymru	3%	4%	2%	3%	6%	1%	3%
	65	29	36	65	22	26	17
	69			69			
Green United Kingdom Independence Party (UKIP)	17%	14%	20%	17%	31%	19%	9%
	237	127	110	237	22	78	136
	227			227			
	60%	60%	61%	60%	32%	57%	73%
	15	8	7	15	5	6	4
British National Party (BNP)				15			
	4%	4%	4%	4%	7%	5%	2%
	2	2	0	2	1	0	1
	2			2			
Respect	1%	1%	0	1%	1%	0	1%
	12	7	6	12	5	5	2
	11			11			
Some other party	3%	3%	3%	3%	7%	4%	1%
	8	4	4	8	3	2	2
	7			7			
Don't know	2%	2%	2%	2%	5%	2%	1%

VI_1st
Stage

Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
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V3 likelihood to vote

If there WERE a general election tomorrow, how likely would you be to vote?

Weighted base	1929	411	510	109	393	167	339
Unweighted base	1929	425	507	113	385	162	337
<i>All GB respondents</i>	100%	100%	100%	100%	100%	100%	100%
	1254	335	401	72	312	1	133
	1270						
Would definitely vote	65%	81%	79%	66%	79%	0%	39%
	404	71	99	29	65	2	139
	399						
Would probably vote	21%	17%	19%	26%	17%	1%	41%
	121	5	8	7	12	37	52
	116						
Would probably not vote	6%	1%	2%	6%	3%	22%	15%
	131	0	0	0	3	120	8
	123						
Would definitely not vote	7%	0	0	0	1%	71%	2%
Does not apply (e.g. not eligible to vote in UK General Elections)	20	1	1	2	1	9	7
	21						
	1%	0%	0%	1%	0%	5%	2%

VI_2nd
Stage

Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
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V3 likelihood to vote

If there WERE a general election tomorrow, how likely would you be to vote?

Weighted base	393	42	11	65	237	15	2	12	8
Unweighted base	385	42	12	69	227	15	2	11	7
<i>All GB respondents</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	312	35	8	43	199	12	2	8	6
	305								
Would definitely vote	79%	82%	72%	66%	84%	77%	100%	63%	72%
	65	6	2	19	32	2	0	3	0
	65								
Would probably vote	17%	14%	21%	29%	14%	16%	0	27%	0
	12	2	1	2	5	1	0	1	1
	11								
Would probably not vote	3%	4%	7%	3%	2%	7%	0	10%	16%
	3	0	0	1	1	0	0	0	1
	3								
Would definitely not vote	1%	0	0	1%	1%	0	0	0	11%
Does not apply (e.g. not eligible to vote in UK General Elections)	1	0	0	1	0	0	0	0	0
	1								
	0%	0	0	1%	0	0	0	0	0

	Gender			Age		
	Total	Male	Female	Total	18-34	35-54

V3 likelihood to vote

If there WERE a general election tomorrow, how likely would you be to vote?

Weighted base	1929	938	991	1929	556	682	691
Unweighted base	1929	884	1045	1929	540	705	684
<i>All GB respondents</i>	100%	100%	100%	100%	100%	100%	100%
	1254	643	611	1254	291	428	535
	1270			1270			
Would definitely vote	65%	68%	62%	65%	52%	63%	77%
	404	182	222	404	131	158	115
	399			399			
Would probably vote	21%	19%	22%	21%	24%	23%	17%
	121	44	76	121	62	41	18
	116			116			
Would probably not vote	6%	5%	8%	6%	11%	6%	3%
	131	65	66	131	64	45	22
	123			123			
Would definitely not vote	7%	7%	7%	7%	11%	7%	3%
Does not apply (e.g. not eligible to vote in UK General Elections)	20	5	15	20	8	10	2
	21			21			
	1%	1%	1%	1%	1%	1%	0%

VI_1st
Stage

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
DC Approval							
To what extent do you approve or disapprove of the way David Cameron is handling his job as Prime Minister?							
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	123	103	10	6	1	0	2
	123						
Strongly approve	7%	26%	2%	6%	0%	0	1%
	428	241	38	40	57	1	51
	444						
Somewhat approve	26%	59%	8%	40%	15%	40%	19%
	276	43	57	21	55	1	98
Neither approve nor disapprove	17%	11%	11%	21%	15%	29%	36%
	373	17	147	23	109	1	77
	376						
Somewhat disapprove	23%	4%	29%	23%	29%	31%	28%
	457	1	249	10	154	0	44
	446						
Strongly disapprove	28%	0%	50%	10%	41%	0	16%
	552	344	48	46	58	1	53
	567						
TOTAL: Approve	33%	85%	10%	46%	16%	40%	20%
	831	18	395	33	263	1	121
	822						
TOTAL: Disapprove	50%	4%	79%	33%	70%	31%	44%
Net:	-17%	81%	-69%	13%	-54%	9%	-24%

VI_2nd
Stage

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
DC Approval									
To what extent do you approve or disapprove of the way David Cameron is handling his job as Prime Minister?									
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	1	0	0	0	1	0	0	0	0
	1								
Strongly approve	0%	0	0	0	0%	0	0	0	0
	57	6	2	8	42	0	0	0	0
	56								
Somewhat approve	15%	14%	22%	12%	18%	0	0	0	0
	55	3	3	8	33	3	0	4	0
	56								
Neither approve nor disapprove	15%	8%	29%	13%	14%	23%	0	39%	0
	109	8	3	21	68	5	0	2	1
	111								
Somewhat disapprove	29%	19%	33%	35%	30%	38%	0	14%	15%
	154	24	2	24	86	5	2	5	5
	146								
Strongly disapprove	41%	59%	15%	39%	37%	39%	100%	48%	85%
	58	6	2	8	43	0	0	0	0
	57								
TOTAL: Approve	16%	14%	22%	12%	19%	0	0	0	0
	263	32	5	46	155	11	2	7	6
	257								
TOTAL: Disapprove	70%	78%	49%	74%	67%	77%	100%	61%	100%

Net:

	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
DC Approval To what extent do you approve or disapprove of the way David Cameron is handling his job as Prime Minister?							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	123	76	47	123	45	39	39
	123			123			
Strongly approve	7%	9%	6%	7%	11%	7%	6%
	428	222	207	428	115	124	189
	444			444			
Somewhat approve	26%	27%	25%	26%	27%	21%	29%
	276	116	160	276	83	108	85
Neither approve nor disapprove	280			280			
	17%	14%	19%	17%	20%	18%	13%
	373	189	185	373	78	136	159
	376			376			
Somewhat disapprove	23%	23%	22%	23%	19%	23%	25%
	457	222	235	457	100	180	178
	446			446			
Strongly disapprove	28%	27%	28%	28%	24%	31%	27%
	552	298	254	552	161	163	228
	567			567			
TOTAL: Approve	33%	36%	30%	33%	38%	28%	35%
	831	411	420	831	179	315	337
	822			822			
TOTAL: Disapprove	50%	50%	50%	50%	42%	54%	52%

Net:

VI_1st
Stage

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
EM Approval							
To what extent do you approve or disapprove of the way Ed Miliband is handling his job as Leader of the Labour Party?							
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	99	15	73	6	3	0	2
	93						
Strongly approve	6%	4%	15%	6%	1%	0	1%
	249	23	175	18	20	0	14
	248						
Somewhat approve	15%	6%	35%	18%	5%	0	5%
	488	106	156	34	71	1	120
Neither approve nor disapprove	29%	26%	31%	34%	19%	29%	44%
	415	118	75	31	111	1	80
	430						
Somewhat disapprove	25%	29%	15%	30%	29%	31%	29%
	406	143	21	13	172	1	56
	399						
Strongly disapprove	25%	35%	4%	13%	46%	40%	21%
	349	38	248	23	23	0	16
	341						
TOTAL: Approve	21%	9%	50%	23%	6%	0	6%
	821	261	96	44	282	2	136
	829						
TOTAL: Disapprove	50%	64%	19%	43%	75%	71%	50%
Net:	-29%	-55%	31%	-20%	-69%	-71%	-44%

VI_2nd
Stage

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
EM Approval									
To what extent do you approve or disapprove of the way Ed Miliband is handling his job as Leader of the Labour Party?									
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	3	0	0	0	3	0	0	0	0
	3								
Strongly approve	1%	0	0	0	1%	0	0	0	0
	20	4	1	6	10	0	0	0	0
	20								
Somewhat approve	5%	9%	6%	9%	4%	0	0	0	0
	71	9	5	15	33	5	0	3	1
	74								
Neither approve nor disapprove	19%	22%	51%	25%	14%	35%	0	30%	15%
	111	9	3	27	62	5	1	1	3
	106								
Somewhat disapprove	29%	21%	27%	45%	27%	36%	46%	9%	48%
	172	20	2	13	123	4	1	7	2
	167								
Strongly disapprove	46%	48%	15%	22%	53%	29%	54%	61%	37%
	23	4	1	6	13	0	0	0	0
	23								
TOTAL: Approve	6%	9%	6%	9%	6%	0	0	0	0
	282	28	4	41	185	9	2	8	5
	273								
TOTAL: Disapprove	75%	70%	43%	66%	80%	65%	100%	70%	85%

Net:

	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
EM Approval							
To what extent do you approve or disapprove of the way Ed Miliband is handling his job as Leader of the Labour Party?							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	99	61	39	99	39	37	23
	93			93			
Strongly approve	6%	7%	5%	6%	9%	6%	4%
	249	131	119	249	89	77	84
	248			248			
Somewhat approve	15%	16%	14%	15%	21%	13%	13%
	488	216	272	488	147	187	154
Neither approve nor disapprove	499			499			
	29%	26%	33%	29%	35%	32%	24%
	415	193	222	415	81	154	180
	430			430			
Somewhat disapprove	25%	23%	27%	25%	19%	26%	28%
	406	224	182	406	66	132	208
	399			399			
Strongly disapprove	25%	27%	22%	25%	16%	22%	32%
	349	191	157	349	128	114	108
	341			341			
TOTAL: Approve	21%	23%	19%	21%	30%	19%	17%
	821	417	404	821	147	286	388
	829			829			
TOTAL: Disapprove	50%	51%	48%	50%	35%	49%	60%

Net:

VI_1st
Stage

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
NC Approval							
To what extent do you approve or disapprove of the way Nick Clegg is handling his job as Leader of the Liberal Democrats?							
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	46	19	8	11	4	0	3
	42						
Strongly approve	3%	5%	2%	11%	1%	0	1%
	217	86	37	54	21	1	18
	223						
Somewhat approve	13%	21%	7%	53%	6%	40%	7%
	438	146	95	19	74	1	103
Neither approve nor disapprove	438						
	26%	36%	19%	19%	20%	29%	38%
	412	90	135	16	85	1	85
	426						
Somewhat disapprove	25%	22%	27%	16%	23%	31%	31%
	546	64	226	1	192	0	64
	540						
Strongly disapprove	33%	16%	45%	1%	51%	0	23%
	262	105	45	65	25	1	21
	265						
TOTAL: Approve	16%	26%	9%	64%	7%	40%	8%
	958	154	360	17	277	1	148
	966						
TOTAL: Disapprove	58%	38%	72%	17%	74%	31%	55%
Net:	-42%	-12%	-63%	47%	-67%	9%	-47%

VI_2nd
Stage

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
NC Approval To what extent do you approve or disapprove of the way Nick Clegg is handling his job as Leader of the Liberal Democrats?									
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	4	0	0	0	4	0	0	0	0
	3								
Strongly approve	1%	0	0	0	2%	0	0	0	0
	21	2	0	5	13	0	0	0	0
	23								
Somewhat approve	6%	6%	0	9%	6%	0	0	0	0
	74	8	5	11	44	3	0	3	0
Neither approve nor disapprove	20%	20%	50%	18%	19%	18%	0	30%	0
	85	9	3	16	45	6	0	3	4
	85								
Somewhat disapprove	23%	22%	25%	27%	20%	41%	0	23%	63%
	192	21	3	29	124	6	2	5	2
	187								
Strongly disapprove	51%	52%	25%	46%	54%	41%	100%	48%	37%
	25	2	0	5	18	0	0	0	0
	26								
TOTAL: Approve	7%	6%	0	9%	8%	0	0	0	0
	277	30	5	45	170	12	2	8	6
	272								
TOTAL: Disapprove	74%	74%	50%	73%	73%	82%	100%	70%	100%

Net:

	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
NC Approval To what extent do you approve or disapprove of the way Nick Clegg is handling his job as Leader of the Liberal Democrats?							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	46	30	16	46	19	11	15
	42			42			
Strongly approve	3%	4%	2%	3%	5%	2%	2%
	217	110	107	217	71	64	82
	223			223			
Somewhat approve	13%	13%	13%	13%	17%	11%	13%
	438	215	223	438	118	172	147
Neither approve nor disapprove	438			438			
	26%	26%	27%	26%	28%	29%	23%
	412	175	237	412	98	134	179
	426			426			
Somewhat disapprove	25%	21%	28%	25%	23%	23%	28%
	546	294	251	546	115	205	226
	540			540			
Strongly disapprove	33%	36%	30%	33%	27%	35%	35%
	262	140	123	262	90	75	97
	265			265			
TOTAL: Approve	16%	17%	15%	16%	21%	13%	15%
	958	470	488	958	214	339	405
	966			966			
TOTAL: Disapprove	58%	57%	59%	58%	51%	58%	62%

Net:

VI_1st
Stage

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
V5 Thinking about the Labour leader Ed Miliband, would you say that you can imagine him being Prime Minister?							
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	181	22	135	10	12	0	3
	174						
Yes – definitely	11%	5%	27%	10%	3%	0	1%
	292	20	181	20	38	1	31
	297						
Yes – probably	18%	5%	36%	20%	10%	29%	12%
	427	84	123	33	87	1	98
	431						
No – probably not	26%	21%	25%	33%	23%	31%	36%
	647	273	31	30	221	1	91
	659						
No – definitely not	39%	68%	6%	29%	59%	40%	33%
	111	6	30	8	19	0	49
	108						
Don't know / no opinion	7%	1%	6%	8%	5%	0	18%
TOTAL: Yes	29%	10%	63%	30%	13%	50%	13%
TOTAL: No	65%	88%	31%	62%	82%	100%	69%

VI_2nd
Stage

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
V5 Thinking about the Labour leader Ed Miliband, would you say that you can imagine him being Prime Minister?									
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	12	3	1	4	4	0	0	0	0
	12								
Yes – definitely	3%	7%	6%	6%	2%	0	0	0	0
	38	3	3	14	12	1	1	1	2
	38								
Yes – probably	10%	8%	32%	23%	5%	10%	54%	7%	27%
	87	13	3	15	49	2	1	3	2
	80								
No – probably not	23%	33%	28%	24%	21%	16%	46%	24%	36%
	221	20	4	25	159	7	0	7	1
	221								
No – definitely not	59%	49%	34%	40%	69%	50%	0	58%	15%
	19	1	0	4	7	3	0	1	1
	19								
Don't know / no opinion	5%	3%	0	7%	3%	24%	0	10%	22%
TOTAL: Yes	13%	15%	40%	29%	7%	7%	50%	9%	33%
TOTAL: No	82%	80%	70%	65%	90%	64%	50%	91%	50%

	Gender		Age				
	Total	Male	Female	Total	18-34	35-54	55+
V5 Thinking about the Labour leader Ed Miliband, would you say that you can imagine him being Prime Minister?							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	181	106	75	181	69	61	52
	174			174			
Yes – definitely	11%	13%	9%	11%	16%	10%	8%
	292	146	146	292	103	108	80
	297			297			
Yes – probably	18%	18%	17%	18%	25%	18%	12%
	427	206	221	427	95	165	167
	431			431			
No – probably not	26%	25%	27%	26%	23%	28%	26%
	647	316	331	647	111	213	324
	659			659			
No – definitely not	39%	38%	40%	39%	26%	36%	50%
	111	50	61	111	44	40	27
	108			108			
Don't know / no opinion	7%	6%	7%	7%	10%	7%	4%
TOTAL: Yes	29%	31%	27%	29%	41%	29%	20%
TOTAL: No	65%	63%	66%	65%	49%	64%	76%

VI_1st
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 0

**Able to take tough
decisions**

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	696	331	114	34	120	1	95
	713						
David Cameron	42%	82%	23%	34%	32%	40%	35%
	244	12	198	6	20	0	7
	236						
Ed Miliband	15%	3%	40%	6%	5%	0	2%
	75	7	24	29	9	0	5
	76						
Nick Clegg	4%	2%	5%	29%	2%	0	2%
	644	55	165	31	227	1	165
	644						
Don't know	39%	14%	33%	31%	60%	60%	61%

VI_2nd
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 0

**Able to take tough
decisions**

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	120	6	2	17	86	3	0	3	2
	116								
David Cameron	32%	15%	22%	27%	37%	24%	0	31%	42%
	20	3	1	6	10	0	0	0	0
	22								
Ed Miliband	5%	8%	6%	10%	4%	0	0	0	0
	9	1	0	1	4	2	0	0	0
	8								
Nick Clegg	2%	2%	0	2%	2%	14%	0	0	0
	227	31	8	38	130	9	2	8	3
	224								
Don't know	60%	75%	72%	61%	56%	62%	100%	69%	58%

	Gender		Age				
Thinking about the leaders of all three main parties, who do you associate most with each of the following words or phrases?	Total	Male	Female	Total	18-34	35-54	55+
V6 Q							
Able to take tough decisions							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	696	355	341	696	164	248	284
	713			713			
David Cameron	42%	43%	41%	42%	39%	42%	44%
	244	125	119	244	78	82	83
	236			236			
Ed Miliband	15%	15%	14%	15%	19%	14%	13%
	75	45	30	75	30	22	23
	76			76			
Nick Clegg	4%	5%	4%	4%	7%	4%	3%
	644	300	344	644	150	235	260
	644			644			
Don't know	39%	36%	41%	39%	36%	40%	40%

VI_1st
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 1

**In touch with ordinary
peoples' lives**

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	191	142	16	4	14	1	14
	186						
David Cameron	12%	35%	3%	3%	4%	40%	5%
	418	17	314	12	48	0	28
	417						
Ed Miliband	25%	4%	63%	12%	13%	0	10%
	197	66	24	53	25	1	29
	209						
Nick Clegg	12%	16%	5%	52%	7%	29%	11%
	852	181	146	33	289	1	202
	857						
Don't know	51%	45%	29%	33%	77%	31%	74%

VI_2nd
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 1

**In touch with ordinary
peoples' lives**

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	14	1	1	2	9	1	0	1	0
	14								
David Cameron	4%	2%	13%	3%	4%	5%	0	9%	0
	48	4	1	14	25	1	0	0	2
	48								
Ed Miliband	13%	9%	6%	23%	11%	9%	0	0	42%
	25	2	0	3	16	1	0	1	1
	26								
Nick Clegg	7%	5%	0	6%	7%	6%	0	8%	21%
	289	34	8	42	180	11	2	9	2
	282								
Don't know	77%	83%	81%	68%	78%	80%	100%	83%	37%

Thinking about the leaders of all three main parties, who do you associate most with each of the following words or phrases? V6 1	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
In touch with ordinary peoples' lives							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
David Cameron	12%	11%	12%	12%	13%	10%	12%
	191	91	100	191	56	57	78
	186			186			
Ed Miliband	25%	25%	25%	25%	27%	28%	22%
	418	207	211	418	114	161	143
	417			417			
Nick Clegg	12%	13%	11%	12%	12%	12%	11%
	197	106	91	197	52	71	74
	209			209			
Don't know	51%	51%	52%	51%	47%	51%	55%
	852	420	432	852	200	297	355
	857			857			

VI_1st
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 2

**Has a clear vision of
where the country should
be heading**

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	493	294	54	18	74	1	53
	512						
David Cameron	30%	73%	11%	17%	20%	40%	19%
	274	11	230	7	18	0	9
	267						
Ed Miliband	17%	3%	46%	7%	5%	0	3%
	110	18	26	42	13	0	11
	109						
Nick Clegg	7%	5%	5%	42%	3%	0	4%
	781	82	190	34	272	1	200
	781						
Don't know	47%	20%	38%	34%	72%	60%	74%

VI_2nd
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 2

**Has a clear vision of
where the country should
be heading**

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	74	3	2	9	54	2	1	2	2
	73								
David Cameron	20%	6%	22%	14%	23%	13%	46%	18%	27%
	18	3	1	6	6	0	0	0	1
	19								
Ed Miliband	5%	9%	6%	10%	3%	0	0	0	21%
	13	2	0	4	7	0	0	0	0
	13								
Nick Clegg	3%	4%	0	6%	3%	0	0	0	0
	272	33	8	43	163	12	1	9	3
	265								
Don't know	72%	81%	72%	70%	71%	87%	54%	82%	52%

	Gender		Age				
Thinking about the leaders of all three main parties, who do you associate most with each of the following words or phrases?	Total	Male	Female	Total	18-34	35-54	55+
V6 2							
Has a clear vision of where the country should be heading							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	493	256	237	493	116	168	209
	512			512			
David Cameron	30%	31%	28%	30%	28%	29%	32%
	274	134	140	274	89	96	89
	267			267			
Ed Miliband	17%	16%	17%	17%	21%	16%	14%
	110	57	53	110	33	34	42
	109			109			
Nick Clegg	7%	7%	6%	7%	8%	6%	7%
	781	377	403	781	183	288	309
	781			781			
Don't know	47%	46%	48%	47%	43%	49%	48%

VI_1st
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 3

**Cares about every sector
of society**

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	219	172	9	4	20	0	14
	216						
David Cameron	13%	43%	2%	4%	5%	0	5%
	385	15	304	7	38	0	20
	387						
Ed Miliband	23%	4%	61%	7%	10%	0	7%
	220	69	37	55	33	0	25
	225						
Nick Clegg	13%	17%	7%	55%	9%	0	9%
	835	149	151	34	285	2	212
	841						
Don't know	50%	37%	30%	34%	76%	100%	78%

VI_2nd
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 3

**Cares about every sector
of society**

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	20	1	1	1	14	1	0	1	0
	19								
David Cameron	5%	3%	13%	2%	6%	5%	0	9%	0
	38	4	2	17	14	1	0	0	0
	40								
Ed Miliband	10%	11%	15%	28%	6%	5%	0	0	0
	33	2	0	6	23	1	0	0	2
	31								
Nick Clegg	9%	6%	0	10%	10%	6%	0	0	27%
	285	33	8	37	180	12	2	10	4
	280								
Don't know	76%	81%	72%	60%	78%	84%	100%	91%	73%

Thinking about the leaders of all three main parties, who do you associate most with each of the following words or phrases? V6 3 Cares about every sector of society	Gender		Age				
	Total	Male	Female	Total	18-34	35-54	55+
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
David Cameron	219	113	106	219	56	57	105
	216			216			
	13%	14%	13%	13%	13%	10%	16%
	385	190	195	385	108	139	138
	387			387			
Ed Miliband	23%	23%	23%	23%	26%	24%	21%
	220	132	88	220	57	82	80
	225			225			
Nick Clegg	13%	16%	11%	13%	14%	14%	12%
	835	390	444	835	201	308	326
	841			841			
Don't know	50%	47%	53%	50%	48%	53%	50%

VI_1st
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?
V6 4

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
Able to stand up for Britain's interests abroad							
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	606	327	74	36	92	0	77
	627						
David Cameron	37%	81%	15%	36%	25%	0	28%
	248	7	203	7	24	0	8
	242						
Ed Miliband	15%	2%	40%	7%	6%	0	3%
	79	14	18	27	12	0	9
	77						
Nick Clegg	5%	3%	3%	26%	3%	0	3%
	725	57	207	32	249	2	179
	723						
Don't know	44%	14%	41%	31%	66%	100%	66%

VI_2nd
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?
V6 4

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Able to stand up for Britain's interests abroad									
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	92	5	3	12	65	2	1	3	2
	93								
David Cameron	25%	12%	29%	19%	28%	12%	46%	31%	27%
	24	4	1	9	10	0	0	0	0
	25								
Ed Miliband	6%	9%	9%	15%	4%	0	0	0	0
	12	0	1	5	5	1	0	0	0
	11								
Nick Clegg	3%	0	6%	9%	2%	6%	0	0	0
	249	32	6	35	151	12	1	8	4
	241								
Don't know	66%	79%	56%	57%	65%	82%	54%	69%	73%

	Gender		Age				
Thinking about the leaders of all three main parties, who do you associate most with each of the following words or phrases? V6 4	Total	Male	Female	Total	18-34	35-54	55+
Able to stand up for Britain's interests abroad							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	606	320	286	606	142	203	261
	627			627			
David Cameron	37%	39%	34%	37%	34%	35%	40%
	248	134	113	248	79	85	84
	242			242			
Ed Miliband	15%	16%	14%	15%	19%	14%	13%
	79	40	39	79	30	25	23
	77			77			
Nick Clegg	5%	5%	5%	5%	7%	4%	4%
	725	330	395	725	170	274	281
	723			723			
Don't know	44%	40%	47%	44%	40%	47%	43%

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 5

Trustworthy

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	295	229	14	4	26	1	21
	300						
David Cameron	18%	57%	3%	4%	7%	29%	8%
	303	10	250	5	28	0	11
	301						
Ed Miliband	18%	2%	50%	5%	7%	0	4%
	114	26	22	42	14	0	10
	117						
Nick Clegg	7%	6%	4%	42%	4%	0	4%
	945	140	215	49	309	2	230
	951						
Don't know	57%	35%	43%	49%	82%	71%	85%

VI_2nd
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 5

Trustworthy

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	26	1	1	3	21	1	0	0	0
	26								
David Cameron	7%	2%	7%	5%	9%	5%	0	0	0
	28	3	1	15	8	0	0	0	2
	27								
Ed Miliband	7%	7%	6%	25%	3%	0	0	0	27%
	14	1	0	3	10	1	0	0	0
	15								
Nick Clegg	4%	2%	0	4%	4%	6%	0	0	0
	309	36	9	41	193	13	2	11	4
	302								
Don't know	82%	89%	87%	66%	84%	89%	100%	100%	73%

Thinking about the leaders of all three main parties, who do you associate most with each of the following words or phrases? V6 5	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
Trustworthy							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	295	157	138	295	74	92	129
	300			300			
David Cameron	18%	19%	17%	18%	18%	16%	20%
	303	158	146	303	84	117	102
	301			301			
Ed Miliband	18%	19%	17%	18%	20%	20%	16%
	114	63	51	114	37	41	36
	117			117			
Nick Clegg	7%	8%	6%	7%	9%	7%	6%
	945	447	498	945	226	336	383
	951			951			
Don't know	57%	54%	60%	57%	54%	57%	59%

VI_1st
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 6

Capable

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	542	314	46	22	83	0	77
	559						
David Cameron	33%	77%	9%	22%	22%	0	28%
	296	11	242	9	24	0	10
	287						
Ed Miliband	18%	3%	48%	9%	6%	0	4%
	119	23	30	41	15	0	9
	121						
Nick Clegg	7%	6%	6%	41%	4%	0	3%
	700	57	182	29	255	2	175
	702						
Don't know	42%	14%	36%	28%	68%	100%	64%

VI_2nd
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 6

Capable

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	83	3	3	12	59	2	0	3	1
	84								
David Cameron	22%	7%	29%	19%	26%	14%	0	31%	15%
	24	3	1	10	10	0	0	0	2
	24								
Ed Miliband	6%	6%	6%	16%	4%	0	0	0	27%
	15	2	0	3	9	1	0	0	0
	16								
Nick Clegg	4%	4%	0	6%	4%	6%	0	0	0
	255	34	7	36	153	11	2	8	3
	246								
Don't know	68%	83%	65%	59%	66%	81%	100%	69%	57%

Thinking about the leaders of all three main parties, who do you associate most with each of the following words or phrases? V6 6	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
Capable							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	542	288	254	542	134	173	234
	559			559			
David Cameron	33%	35%	30%	33%	32%	30%	36%
	296	160	137	296	85	114	98
	287			287			
Ed Miliband	18%	19%	16%	18%	20%	19%	15%
	119	59	61	119	35	42	42
	121			121			
Nick Clegg	7%	7%	7%	7%	8%	7%	7%
	700	318	382	700	168	258	275
	702			702			
Don't know	42%	39%	46%	42%	40%	44%	42%

VI_1st
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 7

Weak

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	223	29	105	13	56	0	20
	216						
David Cameron	13%	7%	21%	13%	15%	0	7%
	537	228	63	45	128	1	72
	544						
Ed Miliband	32%	56%	13%	44%	34%	40%	27%
	547	93	255	12	109	0	78
	564						
Nick Clegg	33%	23%	51%	12%	29%	0	29%
	351	55	78	30	84	1	101
	345						
Don't know	21%	14%	16%	30%	22%	60%	37%

VI_2nd
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 7

Weak

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	56	8	2	6	36	1	0	2	0
	51								
David Cameron	15%	20%	18%	11%	16%	8%	0	17%	0
	128	10	4	15	93	3	0	2	1
	129								
Ed Miliband	34%	24%	37%	24%	40%	19%	0	22%	15%
	109	9	2	30	56	7	1	3	2
	110								
Nick Clegg	29%	23%	16%	49%	24%	48%	46%	25%	36%
	84	14	3	10	46	3	1	4	3
	80								
Don't know	22%	33%	29%	17%	20%	24%	54%	36%	49%

Thinking about the leaders of all three main parties, who do you associate most with each of the following words or phrases? V6 7	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
Weak							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	223	112	112	223	69	67	87
	216			216			
David Cameron	13%	14%	13%	13%	16%	11%	13%
	537	296	240	537	113	183	241
	544			544			
Ed Miliband	32%	36%	29%	32%	27%	31%	37%
	547	274	273	547	146	212	189
	564			564			
Nick Clegg	33%	33%	33%	33%	35%	36%	29%
	351	143	208	351	94	124	132
	345			345			
Don't know	21%	17%	25%	21%	22%	21%	20%

VI_1st
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 8

**Stands up for what he
believes in**

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	518	285	64	17	91	1	59
	527						
David Cameron	31%	70%	13%	17%	24%	40%	22%
	369	18	276	14	40	1	19
	369						
Ed Miliband	22%	5%	55%	14%	11%	29%	7%
	162	48	28	46	24	0	17
	168						
Nick Clegg	10%	12%	6%	45%	6%	0	6%
	609	53	133	24	221	1	177
	605						
Don't know	37%	13%	26%	23%	59%	31%	65%

VI_2nd
Stage

Thinking about the leaders
of all three main parties,
who do you associate most
with each of the following
words or phrases?

V6 8

**Stands up for what he
believes in**

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	91	6	4	12	59	6	1	3	2
91									
David Cameron	24%	14%	38%	20%	26%	41%	46%	23%	27%
	40	3	0	17	18	1	0	1	1
40									
Ed Miliband	11%	8%	0	27%	8%	7%	0	7%	15%
	24	2	0	4	17	0	0	0	0
25									
Nick Clegg	6%	6%	0	6%	8%	0	0	0	0
	221	29	6	29	137	7	1	8	3
214									
Don't know	59%	72%	62%	47%	59%	52%	54%	70%	58%

	Gender		Age				
Thinking about the leaders of all three main parties, who do you associate most with each of the following words or phrases?	Total	Male	Female	Total	18-34	35-54	55+
V6 8							
Stands up for what he believes in							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
David Cameron	518	284	234	518	131	168	220
	527			527			
	31%	34%	28%	31%	31%	29%	34%
	369	180	189	369	96	142	131
	369			369			
Ed Miliband	22%	22%	23%	22%	23%	24%	20%
	162	84	78	162	42	54	67
	168			168			
Nick Clegg	10%	10%	9%	10%	10%	9%	10%
	609	277	332	609	153	223	232
	605			605			
Don't know	37%	34%	40%	37%	36%	38%	36%

VI_1st
Stage

	Total	Conservative	Labour	Liberal Democrat	Some other party	Would not vote	Don't know
V7 Regardless of how you yourself plan to vote, what do you think is the most likely result of the next UK general election (currently scheduled to be held in May 2015)?							
Weighted base	1658	405	501	101	377	2	272
Unweighted base	1669	420	498	105	370	3	273
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	185	125	13	5	20	0	22
	182						
Conservative majority	11%	31%	3%	5%	5%	0	8%
Hung parliament with the Conservatives as the largest party	422	193	60	30	99	1	40
	435						
	25%	48%	12%	30%	26%	40%	15%
Hung parliament with Labour as the largest party	440	39	189	32	122	0	60
	450						
	27%	10%	38%	31%	32%	0	22%
	259	11	186	10	33	1	19
	257						
Labour majority	16%	3%	37%	10%	9%	29%	7%
	66	2	6	3	42	0	13
	67						
Other outcome	4%	1%	1%	3%	11%	0	5%
	286	36	48	21	61	1	120
	278						
Don't know	17%	9%	10%	21%	16%	31%	44%
TOTAL: Labour win	42%	12%	75%	42%	41%	50%	29%
TOTAL: Conservative win	37%	79%	15%	35%	32%	50%	23%
TOTAL: Hung Parliament	52%	57%	50%	61%	59%	50%	37%

VI_2nd
Stage

	Total	Scottish National Party	Plaid Cymru	Green	United Kingdom Independence Party (UKIP)	British National Party (BNP)	Respect	Some other party	Don't know
Weighted base	377	41	10	62	231	14	2	11	6
Unweighted base	370	41	11	65	222	14	2	10	5
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%	100%	100%
	20	4	1	2	12	0	0	2	0
	18								
Conservative majority	5%	11%	9%	3%	5%	0	0	14%	0
Hung parliament with the Conservatives as the largest party	99	9	2	15	69	2	0	2	1
	97								
	26%	21%	22%	24%	30%	11%	0	19%	15%
Hung parliament with Labour as the largest party	122	14	6	26	67	2	2	3	3
	121								
	32%	34%	54%	42%	29%	13%	100%	28%	48%
	33	4	0	8	17	3	0	1	0
	33								
Labour majority	9%	9%	0	13%	7%	23%	0	8%	0
	42	2	1	2	35	2	0	1	0
	42								
Other outcome	11%	5%	9%	3%	15%	14%	0	7%	0
	61	9	1	9	32	6	0	3	2
	59								
Don't know	16%	21%	6%	15%	14%	39%	0	24%	37%
TOTAL: Labour win	41%	44%	60%	55%	36%	36%	100%	36%	50%
TOTAL: Conservative win	32%	32%	30%	27%	35%	14%	0%	36%	17%
TOTAL: Hung Parliament	59%	56%	80%	66%	59%	29%	100%	45%	67%

V7

Regardless of how you yourself plan to vote, what do you think is the most likely result of the next UK general election (currently scheduled to be held in May 2015)?

	Gender			Age			
	Total	Male	Female	Total	18-34	35-54	55+
V7							
Regardless of how you yourself plan to vote, what do you think is the most likely result of the next UK general election (currently scheduled to be held in May 2015)?							
Weighted base	1658	825	833	1658	422	587	649
Unweighted base	1669	785	884	1669	415	612	642
<i>All likely voters</i>	100%	100%	100%	100%	100%	100%	100%
	185	97	88	185	59	62	64
	182			182			
Conservative majority	11%	12%	11%	11%	14%	11%	10%
Hung parliament with the Conservatives as the largest party	422	240	182	422	95	132	195
	435			435			
	25%	29%	22%	25%	23%	23%	30%
Hung parliament with Labour as the largest party	440	243	197	440	89	171	180
	450			450			
	27%	30%	24%	27%	21%	29%	28%
	259	132	127	259	87	105	67
	257			257			
Labour majority	16%	16%	15%	16%	21%	18%	10%
	66	21	45	66	13	24	29
	67			67			
Other outcome	4%	3%	5%	4%	3%	4%	4%
	286	92	194	286	80	91	115
	278			278			
Don't know	17%	11%	23%	17%	19%	16%	18%
TOTAL: Labour win	42%	45%	39%	42%	42%	47%	38%
TOTAL: Conservative win	37%	41%	32%	37%	36%	33%	40%
TOTAL: Hung Parliament	52%	59%	45%	52%	44%	52%	58%