



Opinium Research Results / Tables **November 2014**

1,980 Online Interviews (GB Nat. Rep)

1,707 Likely Voters

Field: 4th to 7th November 2014

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 | 824 | 961 |
| Female | 1156 | 1019 |

| Age group | Unweighted count | Weighted count |
|------------------|------------------|----------------|
| 18-34 | 717 | 573 |
| 35-54 | 721 | 698 |
| 55+ | 542 | 709 |

| GB region | Unweighted count | Weighted count |
|------------------------|------------------|----------------|
| North East | 99 | 85 |
| North West | 238 | 227 |
| Yorkshire & Humberside | 153 | 170 |
| East Midlands | 171 | 147 |
| West Midlands | 186 | 179 |
| East of England | 171 | 188 |
| London | 204 | 261 |
| South East | 328 | 278 |
| South West | 193 | 173 |
| Wales | 98 | 100 |
| Scotland | 139 | 173 |

| Working status | Unweighted count | Weighted count |
|-----------------------|------------------|----------------|
| Full time | 967 | 864 |
| Part time | 332 | 320 |
| Unemployed | 94 | 102 |
| Retired | 319 | 510 |
| Other | 268 | 185 |

| Social grade | Unweighted count | Weighted count |
|---------------------|------------------|----------------|
| ABC1 | 1263 | 1067 |
| C2DE | 717 | 913 |

VI_1st Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|--|-------------|--------------|-------------|------------------|------------------|----------------|------------|
| VI 9 inc propensity | | | | | | | |
| Weighted base | 1464 | 418 | 470 | 130 | 446 | 0 | 0 |
| Unweighted base | 1404 | 401 | 466 | 142 | 395 | 0 | 0 |
| <i>All likely voters who chose a party</i> | 100% | 100% | 100% | 100% | 100% | 0 | 0 |
| | 418 | 418 | 0 | 0 | 0 | 0 | 0 |
| | 401 | | | | | | |
| Conservative | 29% | 100% | 0 | 0 | 0 | 0 | 0 |
| | 470 | 0 | 470 | 0 | 0 | 0 | 0 |
| | 466 | | | | | | |
| Labour | 32% | 0 | 100% | 0 | 0 | 0 | 0 |
| | 130 | 0 | 0 | 130 | 0 | 0 | 0 |
| | 142 | | | | | | |
| Liberal Democrat | 9% | 0 | 0 | 100% | 0 | 0 | 0 |
| | 66 | 0 | 0 | 0 | 66 | 0 | 0 |
| | 51 | | | | | | |
| SNP | 4% | 0 | 0 | 0 | 15% | 0 | 0 |
| | 11 | 0 | 0 | 0 | 11 | 0 | 0 |
| | 9 | | | | | | |
| Plaid Cymru | 1% | 0 | 0 | 0 | 2% | 0 | 0 |
| | 285 | 0 | 0 | 0 | 285 | 0 | 0 |
| | 244 | | | | | | |
| UKIP | 19% | 0 | 0 | 0 | 64% | 0 | 0 |
| | 55 | 0 | 0 | 0 | 55 | 0 | 0 |
| | 65 | | | | | | |
| Green | 4% | 0 | 0 | 0 | 12% | 0 | 0 |
| | 20 | 0 | 0 | 0 | 20 | 0 | 0 |
| | 16 | | | | | | |
| BNP | 1% | 0 | 0 | 0 | 4% | 0 | 0 |
| | 10 | 0 | 0 | 0 | 10 | 0 | 0 |
| | 10 | | | | | | |
| Other parties | 1% | 0 | 0 | 0 | 2% | 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 | 446 | 66 | 11 | 55 | 285 | 20 | 2 | 8 | 0 |
| Unweighted base | 395 | 51 | 9 | 65 | 244 | 16 | 3 | 7 | 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 |
| | 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 |
| | 66 | 66 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 51 | | | | | | | | |
| SNP | 15% | 100% | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 11 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 9 | | | | | | | | |
| Plaid Cymru | 2% | 0 | 100% | 0 | 0 | 0 | 0 | 0 | 0 |
| | 285 | 0 | 0 | 0 | 285 | 0 | 0 | 0 | 0 |
| | 244 | | | | | | | | |
| UKIP | 64% | 0 | 0 | 0 | 100% | 0 | 0 | 0 | 0 |
| | 55 | 0 | 0 | 55 | 0 | 0 | 0 | 0 | 0 |
| | 65 | | | | | | | | |
| Green | 12% | 0 | 0 | 100% | 0 | 0 | 0 | 0 | 0 |
| | 20 | 0 | 0 | 0 | 0 | 20 | 0 | 0 | 0 |
| | 16 | | | | | | | | |
| BNP | 4% | 0 | 0 | 0 | 0 | 100% | 0 | 0 | 0 |
| | 10 | 0 | 0 | 0 | 0 | 0 | 2 | 8 | 0 |
| | 10 | | | | | | | | |
| Other parties | 2% | 0 | 0 | 0 | 0 | 0 | 100% | 100% | 0 |

| | Gender | | | Age | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| VI 9 inc propensity | | | | | | | |
| Weighted base | 1464 | 784 | 680 | 1464 | 384 | 504 | 577 |
| Unweighted base | 1404 | 655 | 749 | 1404 | 462 | 511 | 431 |
| <i>All likely voters who chose a party</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 418 | 236 | 182 | 418 | 85 | 137 | 196 |
| | 401 | | | 401 | | | |
| Conservative | 29% | 30% | 27% | 29% | 22% | 27% | 34% |
| | 470 | 246 | 224 | 470 | 166 | 165 | 140 |
| | 466 | | | 466 | | | |
| Labour | 32% | 31% | 33% | 32% | 43% | 33% | 24% |
| | 130 | 60 | 70 | 130 | 64 | 29 | 37 |
| | 142 | | | 142 | | | |
| Liberal Democrat | 9% | 8% | 10% | 9% | 17% | 6% | 6% |
| | 66 | 31 | 35 | 66 | 9 | 25 | 32 |
| | 51 | | | 51 | | | |
| SNP | 4% | 4% | 5% | 4% | 2% | 5% | 6% |
| | 11 | 6 | 5 | 11 | 2 | 3 | 6 |
| | 9 | | | 9 | | | |
| Plaid Cymru | 1% | 1% | 1% | 1% | 0% | 1% | 1% |
| | 285 | 164 | 120 | 285 | 32 | 109 | 144 |
| | 244 | | | 244 | | | |
| UKIP | 19% | 21% | 18% | 19% | 8% | 22% | 25% |
| | 55 | 27 | 28 | 55 | 24 | 22 | 10 |
| | 65 | | | 65 | | | |
| Green | 4% | 3% | 4% | 4% | 6% | 4% | 2% |
| | 20 | 7 | 12 | 20 | 1 | 8 | 11 |
| | 16 | | | 16 | | | |
| BNP | 1% | 1% | 2% | 1% | 0% | 2% | 2% |
| | 10 | 7 | 3 | 10 | 2 | 7 | 1 |
| | 10 | | | 10 | | | |
| Other parties | 1% | 1% | 0% | 1% | 1% | 1% | 0% |

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 | 1980 | 442 | 495 | 135 | 468 | 157 | 284 |
| Unweighted base | 1980 | 427 | 498 | 148 | 418 | 175 | 314 |
| <i>All GB respondents</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 442 | 442 | 0 | 0 | 0 | 0 | 0 |
| | 427 | | | | | | |
| Conservative | 22% | 100% | 0 | 0 | 0 | 0 | 0 |
| | 495 | 0 | 495 | 0 | 0 | 0 | 0 |
| | 498 | | | | | | |
| Labour | 25% | 0 | 100% | 0 | 0 | 0 | 0 |
| | 135 | 0 | 0 | 135 | 0 | 0 | 0 |
| | 148 | | | | | | |
| Liberal Democrat | 7% | 0 | 0 | 100% | 0 | 0 | 0 |
| | 468 | 0 | 0 | 0 | 468 | 0 | 0 |
| | 418 | | | | | | |
| Some other party | 24% | 0 | 0 | 0 | 100% | 0 | 0 |
| | 157 | 0 | 0 | 0 | 0 | 157 | 0 |
| | 175 | | | | | | |
| Would not vote | 8% | 0 | 0 | 0 | 0 | 100% | 0 |
| | 284 | 0 | 0 | 0 | 0 | 0 | 284 |
| | 314 | | | | | | |
| Don't know | 14% | 0 | 0 | 0 | 0 | 0 | 100% |

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 |
|---|--------------|--|------------------------|--------------|---|---|----------------|---------------------------------|-----------------------|
| V1 first stage vote If there were a general election tomorrow, for which party would you vote? | | | | | | | | | |
| Weighted base | 468 | 66 | 11 | 58 | 291 | 21 | 2 | 8 | 11 |
| Unweighted base | 418 | 51 | 9 | 69 | 251 | 17 | 3 | 7 | 11 |
| <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 |
| | 468 | 66 | 11 | 58 | 291 | 21 | 2 | 8 | 11 |
| | 418 | | | | | | | | |
| 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 | 1980 | 961 | 1019 | 1980 | 573 | 698 | 709 |
| Unweighted base | 1980 | 824 | 1156 | 1980 | 717 | 721 | 542 |
| <i>All GB respondents</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 442 | 241 | 201 | 442 | 104 | 142 | 196 |
| | 427 | | | 427 | | | |
| Conservative | 22% | 25% | 20% | 22% | 18% | 20% | 28% |
| | 495 | 258 | 237 | 495 | 183 | 169 | 143 |
| | 498 | | | 498 | | | |
| Labour | 25% | 27% | 23% | 25% | 32% | 24% | 20% |
| | 135 | 60 | 75 | 135 | 67 | 31 | 37 |
| | 148 | | | 148 | | | |
| Liberal Democrat | 7% | 6% | 7% | 7% | 12% | 4% | 5% |
| | 468 | 252 | 216 | 468 | 75 | 182 | 211 |
| | 418 | | | 418 | | | |
| Some other party | 24% | 26% | 21% | 24% | 13% | 26% | 30% |
| | 157 | 70 | 87 | 157 | 68 | 61 | 27 |
| | 175 | | | 175 | | | |
| Would not vote | 8% | 7% | 8% | 8% | 12% | 9% | 4% |
| | 284 | 80 | 204 | 284 | 75 | 113 | 95 |
| | 314 | | | 314 | | | |
| Don't know | 14% | 8% | 20% | 14% | 13% | 16% | 13% |

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 | 468 | 0 | 0 | 0 | 0 | 468 | 0 |
| Unweighted base | 418 | 0 | 0 | 0 | 0 | 418 | 0 |
| <i>All selecting "some other party"</i> | 100% | 0 | 0 | 0 | 0 | 100% | 0 |
| | 66 | 0 | 0 | 0 | 0 | 66 | 0 |
| | 51 | | | | | | |
| Scottish National Party | 14% | 0 | 0 | 0 | 0 | 14% | 0 |
| | 11 | 0 | 0 | 0 | 0 | 11 | 0 |
| | 9 | | | | | | |
| Plaid Cymru | 2% | 0 | 0 | 0 | 0 | 2% | 0 |
| | 58 | 0 | 0 | 0 | 0 | 58 | 0 |
| | 69 | | | | | | |
| Green | 12% | 0 | 0 | 0 | 0 | 12% | 0 |
| | 291 | 0 | 0 | 0 | 0 | 291 | 0 |
| United Kingdom Independence Party (UKIP) | 251 | | | | | | |
| | 62% | 0 | 0 | 0 | 0 | 62% | 0 |
| | 21 | 0 | 0 | 0 | 0 | 21 | 0 |
| | 17 | | | | | | |
| British National Party (BNP) | 5% | 0 | 0 | 0 | 0 | 5% | 0 |
| | 2 | 0 | 0 | 0 | 0 | 2 | 0 |
| | 3 | | | | | | |
| Respect | 0% | 0 | 0 | 0 | 0 | 0% | 0 |
| | 8 | 0 | 0 | 0 | 0 | 8 | 0 |
| | 7 | | | | | | |
| Some other party | 2% | 0 | 0 | 0 | 0 | 2% | 0 |
| | 11 | 0 | 0 | 0 | 0 | 11 | 0 |
| | 11 | | | | | | |
| Don't know | 2% | 0 | 0 | 0 | 0 | 2% | 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 |
|---|-------------|-------------------------|-------------|-------------|--|------------------------------|-------------|------------------|-------------|
| V2 second stage vote | | | | | | | | | |
| Which of these parties would you vote for? | | | | | | | | | |
| Weighted base | 468 | 66 | 11 | 58 | 291 | 21 | 2 | 8 | 11 |
| Unweighted base | 418 | 51 | 9 | 69 | 251 | 17 | 3 | 7 | 11 |
| <i>All selecting "some other party"</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 66 | 66 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 51 | | | | | | | | |
| Scottish National Party | 14% | 100% | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 11 | 0 | 11 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 9 | | | | | | | | |
| Plaid Cymru | 2% | 0 | 100% | 0 | 0 | 0 | 0 | 0 | 0 |
| | 58 | 0 | 0 | 58 | 0 | 0 | 0 | 0 | 0 |
| | 69 | | | | | | | | |
| Green | 12% | 0 | 0 | 100% | 0 | 0 | 0 | 0 | 0 |
| | 291 | 0 | 0 | 0 | 291 | 0 | 0 | 0 | 0 |
| | 251 | | | | | | | | |
| United Kingdom Independence Party (UKIP) | 62% | 0 | 0 | 0 | 100% | 0 | 0 | 0 | 0 |
| | 21 | 0 | 0 | 0 | 0 | 21 | 0 | 0 | 0 |
| | 17 | | | | | | | | |
| British National Party (BNP) | 5% | 0 | 0 | 0 | 0 | 100% | 0 | 0 | 0 |
| | 2 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 |
| | 3 | | | | | | | | |
| Respect | 0% | 0 | 0 | 0 | 0 | 0 | 100% | 0 | 0 |
| | 8 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 0 |
| | 7 | | | | | | | | |
| Some other party | 2% | 0 | 0 | 0 | 0 | 0 | 0 | 100% | 0 |
| | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 |
| | 11 | | | | | | | | |
| 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 | 468 | 252 | 216 | 468 | 75 | 182 | 211 |
| Unweighted base | 418 | 193 | 225 | 418 | 94 | 174 | 150 |
| <i>All selecting "some other party"</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 66 | 31 | 35 | 66 | 9 | 25 | 32 |
| | 51 | | | 51 | | | |
| Scottish National Party | 14% | 12% | 16% | 14% | 12% | 13% | 15% |
| | 11 | 6 | 5 | 11 | 2 | 3 | 6 |
| | 9 | | | 9 | | | |
| Plaid Cymru | 2% | 2% | 2% | 2% | 2% | 2% | 3% |
| | 58 | 29 | 29 | 58 | 27 | 22 | 10 |
| | 69 | | | 69 | | | |
| Green | 12% | 11% | 13% | 12% | 35% | 12% | 5% |
| | 291 | 168 | 123 | 291 | 33 | 110 | 148 |
| United Kingdom Independence Party (UKIP) | 251 | | | 251 | | | |
| | 62% | 67% | 57% | 62% | 44% | 61% | 70% |
| | 21 | 9 | 12 | 21 | 1 | 9 | 11 |
| | 17 | | | 17 | | | |
| British National Party (BNP) | 5% | 4% | 6% | 5% | 1% | 5% | 5% |
| | 2 | 1 | 1 | 2 | 1 | 1 | 0 |
| | 3 | | | 3 | | | |
| Respect | 0% | 0% | 0% | 0% | 1% | 1% | 0 |
| | 8 | 5 | 2 | 8 | 1 | 6 | 1 |
| | 7 | | | 7 | | | |
| Some other party | 2% | 2% | 1% | 2% | 1% | 3% | 0% |
| | 11 | 3 | 8 | 11 | 1 | 6 | 3 |
| | 11 | | | 11 | | | |
| Don't know | 2% | 1% | 4% | 2% | 2% | 3% | 1% |

VI_1st Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|--|-------|--------------|--------|------------------|------------------|----------------|------------|
| V3 likelihood to vote If there WERE a general election tomorrow, how likely would you be to vote? | | | | | | | |
| Weighted base | 1980 | 442 | 495 | 135 | 468 | 157 | 284 |
| Unweighted base | 1980 | 427 | 498 | 148 | 418 | 175 | 314 |
| All GB respondents | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 1355 | 361 | 374 | 89 | 391 | 1 | 138 |
| | 1278 | | | | | | |
| Would definitely vote | 68% | 82% | 76% | 66% | 84% | 1% | 49% |
| | 352 | 58 | 96 | 41 | 65 | 3 | 90 |
| | 386 | | | | | | |
| Would probably vote | 18% | 13% | 19% | 30% | 14% | 2% | 32% |
| | 137 | 22 | 20 | 5 | 11 | 38 | 41 |
| | 159 | | | | | | |
| Would probably not vote | 7% | 5% | 4% | 4% | 2% | 24% | 14% |
| | 110 | 0 | 1 | 0 | 1 | 101 | 7 |
| | 126 | | | | | | |
| Would definitely not vote | 6% | 0 | 0% | 0 | 0% | 65% | 2% |
| | 26 | 2 | 4 | 0 | 0 | 13 | 8 |
| Does not apply (e.g. not eligible to vote in UK General Elections) | 31 | | | | | | |
| | 1% | 0% | 1% | 0 | 0 | 9% | 3% |

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 |
|--|-------|-------------------------|-------------|-------|--|------------------------------|---------|------------------|------------|
| V3 likelihood to vote If there WERE a general election tomorrow, how likely would you be to vote? | | | | | | | | | |
| Weighted base | 468 | 66 | 11 | 58 | 291 | 21 | 2 | 8 | 11 |
| Unweighted base | 418 | 51 | 9 | 69 | 251 | 17 | 3 | 7 | 11 |
| All GB respondents | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 391 | 64 | 8 | 40 | 250 | 16 | 1 | 6 | 7 |
| | 339 | | | | | | | | |
| Would definitely vote | 84% | 97% | 76% | 69% | 86% | 75% | 51% | 74% | 66% |
| | 65 | 2 | 3 | 15 | 35 | 4 | 1 | 2 | 4 |
| | 67 | | | | | | | | |
| Would probably vote | 14% | 3% | 24% | 26% | 12% | 18% | 49% | 26% | 34% |
| | 11 | 0 | 0 | 3 | 6 | 2 | 0 | 0 | 0 |
| | 11 | | | | | | | | |
| Would probably not vote | 2% | 0 | 0 | 5% | 2% | 7% | 0 | 0 | 0 |
| | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| | 1 | | | | | | | | |
| Would definitely not vote | 0% | 0 | 0 | 0 | 0% | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Does not apply (e.g. not eligible to vote in UK General Elections) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| | Gender | | | Age | | | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| V3 likelihood to vote | | | | | | | |
| If there WERE a general election tomorrow, how likely would you be to vote? | | | | | | | |
| Weighted base | 1980 | 961 | 1019 | 1980 | 573 | 698 | 709 |
| Unweighted base | 1980 | 824 | 1156 | 1980 | 717 | 721 | 542 |
| <i>All GB respondents</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 1355 | 722 | 633 | 1355 | 296 | 463 | 596 |
| | 1278 | | | 1278 | | | |
| Would definitely vote | 68% | 75% | 62% | 68% | 52% | 66% | 84% |
| | 352 | 139 | 213 | 352 | 144 | 137 | 71 |
| | 386 | | | 386 | | | |
| Would probably vote | 18% | 14% | 21% | 18% | 25% | 20% | 10% |
| | 137 | 48 | 89 | 137 | 72 | 42 | 23 |
| | 159 | | | 159 | | | |
| Would probably not vote | 7% | 5% | 9% | 7% | 13% | 6% | 3% |
| | 110 | 46 | 63 | 110 | 50 | 48 | 12 |
| | 126 | | | 126 | | | |
| Would definitely not vote | 6% | 5% | 6% | 6% | 9% | 7% | 2% |
| | 26 | 6 | 21 | 26 | 11 | 8 | 7 |
| Does not apply (e.g. not eligible to vote in UK General Elections) | 1% | 1% | 2% | 1% | 2% | 1% | 1% |
| | 31 | | | 31 | | | |

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 | 1707 | 418 | 470 | 130 | 457 | 4 | 228 |
| Unweighted base | 1664 | 401 | 466 | 142 | 406 | 5 | 244 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 197 | 112 | 46 | 29 | 7 | 1 | 1 |
| | 209 | | | | | | |
| Strongly approve | 12% | 27% | 10% | 22% | 2% | 27% | 1% |
| | 458 | 247 | 52 | 44 | 66 | 0 | 49 |
| | 439 | | | | | | |
| Somewhat approve | 27% | 59% | 11% | 34% | 14% | 0 | 22% |
| | 247 | 41 | 55 | 23 | 62 | 1 | 65 |
| | 255 | | | | | | |
| Neither approve nor disapprove | 14% | 10% | 12% | 18% | 14% | 36% | 28% |
| | 354 | 15 | 114 | 26 | 132 | 1 | 66 |
| | 337 | | | | | | |
| Somewhat disapprove | 21% | 4% | 24% | 20% | 29% | 16% | 29% |
| | 452 | 3 | 203 | 8 | 190 | 1 | 47 |
| | 424 | | | | | | |
| Strongly disapprove | 26% | 1% | 43% | 6% | 42% | 22% | 21% |
| | 655 | 359 | 98 | 74 | 73 | 1 | 51 |
| | 648 | | | | | | |
| TOTAL: Approve | 38% | 86% | 21% | 57% | 16% | 27% | 22% |
| | 805 | 18 | 317 | 34 | 322 | 1 | 113 |
| | 761 | | | | | | |
| TOTAL: Disapprove | 47% | 4% | 68% | 26% | 71% | 38% | 49% |
| Net: | -9% | 82% | -47% | 31% | -55% | -11% | -27% |

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 | 457 | 66 | 11 | 55 | 285 | 20 | 2 | 8 | 11 |
| Unweighted base | 406 | 51 | 9 | 65 | 244 | 16 | 3 | 7 | 11 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 7 | 0 | 1 | 1 | 5 | 0 | 0 | 0 | 0 |
| | 7 | | | | | | | | |
| Strongly approve | 2% | 0 | 10% | 1% | 2% | 0 | 0 | 0 | 0 |
| | 66 | 4 | 3 | 9 | 49 | 1 | 0 | 0 | 0 |
| | 51 | | | | | | | | |
| Somewhat approve | 14% | 5% | 25% | 16% | 17% | 5% | 0 | 0 | 0 |
| | 62 | 6 | 1 | 5 | 44 | 1 | 0 | 2 | 3 |
| | 56 | | | | | | | | |
| Neither approve nor disapprove | 14% | 9% | 7% | 9% | 16% | 5% | 0 | 28% | 26% |
| | 132 | 10 | 0 | 13 | 94 | 10 | 0 | 1 | 4 |
| | 122 | | | | | | | | |
| Somewhat disapprove | 29% | 15% | 0 | 24% | 33% | 50% | 0 | 13% | 36% |
| | 190 | 46 | 6 | 27 | 91 | 8 | 2 | 4 | 4 |
| | 170 | | | | | | | | |
| Strongly disapprove | 42% | 71% | 58% | 50% | 32% | 40% | 100% | 59% | 38% |
| | 73 | 4 | 4 | 10 | 55 | 1 | 0 | 0 | 0 |
| | 58 | | | | | | | | |
| TOTAL: Approve | 16% | 5% | 35% | 17% | 19% | 5% | 0 | 0 | 0 |
| | 322 | 56 | 6 | 41 | 185 | 18 | 2 | 5 | 8 |
| | 292 | | | | | | | | |
| TOTAL: Disapprove | 71% | 85% | 58% | 74% | 65% | 90% | 100% | 72% | 74% |
| Net: | -55% | -80% | -23% | -57% | -46% | -85% | -100% | -72% | -74% |

| | 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 | 1707 | 861 | 846 | 1707 | 440 | 600 | 667 |
| Unweighted base | 1664 | 726 | 938 | 1664 | 542 | 615 | 507 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 197 | 119 | 78 | 197 | 89 | 56 | 52 |
| | 209 | | | 209 | | | |
| Strongly approve | 12% | 14% | 9% | 12% | 20% | 9% | 8% |
| | 458 | 236 | 222 | 458 | 131 | 137 | 190 |
| | 439 | | | 439 | | | |
| Somewhat approve | 27% | 27% | 26% | 27% | 30% | 23% | 28% |
| | 247 | 108 | 139 | 247 | 67 | 96 | 84 |
| | 255 | | | 255 | | | |
| Neither approve nor disapprove | 14% | 13% | 16% | 14% | 15% | 16% | 13% |
| | 354 | 172 | 182 | 354 | 73 | 128 | 153 |
| | 337 | | | 337 | | | |
| Somewhat disapprove | 21% | 20% | 21% | 21% | 17% | 21% | 23% |
| | 452 | 225 | 226 | 452 | 80 | 184 | 188 |
| | 424 | | | 424 | | | |
| Strongly disapprove | 26% | 26% | 27% | 26% | 18% | 31% | 28% |
| | 655 | 355 | 300 | 655 | 221 | 192 | 242 |
| | 648 | | | 648 | | | |
| TOTAL: Approve | 38% | 41% | 35% | 38% | 50% | 32% | 36% |
| | 805 | 397 | 408 | 805 | 153 | 311 | 341 |
| | 761 | | | 761 | | | |
| TOTAL: Disapprove | 47% | 46% | 48% | 47% | 35% | 52% | 51% |

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 | 1707 | 418 | 470 | 130 | 457 | 4 | 228 |
| Unweighted base | 1664 | 401 | 466 | 142 | 406 | 5 | 244 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 155 | 28 | 89 | 33 | 5 | 0 | 0 |
| | 149 | | | | | | |
| Strongly approve | 9% | 7% | 19% | 25% | 1% | 9% | 0 |
| | 223 | 28 | 139 | 23 | 12 | 1 | 20 |
| | 226 | | | | | | |
| Somewhat approve | 13% | 7% | 30% | 17% | 3% | 18% | 9% |
| | 426 | 92 | 146 | 26 | 83 | 2 | 77 |
| | 442 | | | | | | |
| Neither approve nor disapprove | 25% | 22% | 31% | 20% | 18% | 51% | 34% |
| | 429 | 107 | 80 | 35 | 129 | 0 | 79 |
| | 419 | | | | | | |
| Somewhat disapprove | 25% | 26% | 17% | 27% | 28% | 0 | 34% |
| | 474 | 163 | 16 | 14 | 227 | 1 | 53 |
| | 428 | | | | | | |
| Strongly disapprove | 28% | 39% | 3% | 11% | 50% | 22% | 23% |
| | 378 | 56 | 229 | 56 | 17 | 1 | 20 |
| | 375 | | | | | | |
| TOTAL: Approve | 22% | 13% | 49% | 43% | 4% | 27% | 9% |
| | 903 | 271 | 95 | 48 | 357 | 1 | 131 |
| | 847 | | | | | | |
| TOTAL: Disapprove | 53% | 65% | 20% | 37% | 78% | 22% | 58% |
| Net: | -31% | -52% | 29% | 6% | -74% | 5% | -49% |

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 | 457 | 66 | 11 | 55 | 285 | 20 | 2 | 8 | 11 |
| Unweighted base | 406 | 51 | 9 | 65 | 244 | 16 | 3 | 7 | 11 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 5 | 0 | 1 | 1 | 3 | 0 | 0 | 0 | 0 |
| | 4 | | | | | | | | |
| Strongly approve | 1% | 0 | 10% | 1% | 1% | 0 | 0 | 0 | 0 |
| | 12 | 1 | 0 | 3 | 5 | 4 | 0 | 0 | 0 |
| | 11 | | | | | | | | |
| Somewhat approve | 3% | 1% | 0 | 5% | 2% | 18% | 0 | 0 | 0 |
| | 83 | 11 | 3 | 14 | 48 | 1 | 0 | 0 | 5 |
| | 80 | | | | | | | | |
| Neither approve nor disapprove | 18% | 17% | 32% | 25% | 17% | 5% | 0 | 0 | 48% |
| | 129 | 20 | 4 | 16 | 80 | 6 | 0 | 1 | 3 |
| | 115 | | | | | | | | |
| Somewhat disapprove | 28% | 30% | 42% | 29% | 28% | 30% | 0 | 10% | 28% |
| | 227 | 34 | 2 | 22 | 148 | 9 | 2 | 7 | 3 |
| | 196 | | | | | | | | |
| Strongly disapprove | 50% | 52% | 16% | 40% | 52% | 47% | 100% | 90% | 23% |
| | 17 | 1 | 1 | 3 | 8 | 4 | 0 | 0 | 0 |
| | 15 | | | | | | | | |
| TOTAL: Approve | 4% | 1% | 10% | 6% | 3% | 18% | 0 | 0 | 0 |
| | 357 | 54 | 6 | 38 | 228 | 15 | 2 | 8 | 6 |
| | 311 | | | | | | | | |
| TOTAL: Disapprove | 78% | 82% | 58% | 69% | 80% | 77% | 100% | 100% | 52% |
| Net: | -74% | -81% | -48% | -63% | -77% | -59% | -100% | -100% | -52% |

| | 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 | 1707 | 861 | 846 | 1707 | 440 | 600 | 667 |
| Unweighted base | 1664 | 726 | 938 | 1664 | 542 | 615 | 507 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 155 | 83 | 71 | 155 | 106 | 33 | 16 |
| | 149 | | | 149 | | | |
| Strongly approve | 9% | 10% | 8% | 9% | 24% | 5% | 2% |
| | 223 | 107 | 115 | 223 | 80 | 70 | 72 |
| | 226 | | | 226 | | | |
| Somewhat approve | 13% | 12% | 14% | 13% | 18% | 12% | 11% |
| | 426 | 178 | 248 | 426 | 114 | 173 | 139 |
| | 442 | | | 442 | | | |
| Neither approve nor disapprove | 25% | 21% | 29% | 25% | 26% | 29% | 21% |
| | 429 | 216 | 213 | 429 | 77 | 148 | 204 |
| | 419 | | | 419 | | | |
| Somewhat disapprove | 25% | 25% | 25% | 25% | 18% | 25% | 31% |
| | 474 | 275 | 198 | 474 | 62 | 175 | 237 |
| | 428 | | | 428 | | | |
| Strongly disapprove | 28% | 32% | 23% | 28% | 14% | 29% | 35% |
| | 378 | 191 | 187 | 378 | 187 | 103 | 88 |
| | 375 | | | 375 | | | |
| TOTAL: Approve | 22% | 22% | 22% | 22% | 42% | 17% | 13% |
| | 903 | 492 | 411 | 903 | 139 | 324 | 440 |
| | 847 | | | 847 | | | |
| TOTAL: Disapprove | 53% | 57% | 49% | 53% | 32% | 54% | 66% |

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 | 1707 | 418 | 470 | 130 | 457 | 4 | 228 |
| Unweighted base | 1664 | 401 | 466 | 142 | 406 | 5 | 244 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 116 | 31 | 50 | 34 | 1 | 0 | 0 |
| | 122 | | | | | | |
| Strongly approve | 7% | 7% | 11% | 26% | 0% | 9% | 0 |
| | 184 | 53 | 30 | 59 | 22 | 1 | 19 |
| | 191 | | | | | | |
| Somewhat approve | 11% | 13% | 6% | 46% | 5% | 18% | 8% |
| | 387 | 130 | 96 | 18 | 72 | 2 | 69 |
| | 388 | | | | | | |
| Neither approve nor disapprove | 23% | 31% | 20% | 14% | 16% | 51% | 30% |
| | 400 | 106 | 96 | 14 | 98 | 0 | 85 |
| | 393 | | | | | | |
| Somewhat disapprove | 23% | 25% | 20% | 11% | 22% | 0 | 37% |
| | 621 | 99 | 199 | 4 | 264 | 1 | 55 |
| | 570 | | | | | | |
| Strongly disapprove | 36% | 24% | 42% | 3% | 58% | 22% | 24% |
| | 300 | 84 | 80 | 94 | 23 | 1 | 19 |
| | 313 | | | | | | |
| TOTAL: Approve | 18% | 20% | 17% | 72% | 5% | 27% | 8% |
| | 1021 | 205 | 295 | 18 | 362 | 1 | 140 |
| | 963 | | | | | | |
| TOTAL: Disapprove | 60% | 49% | 63% | 14% | 79% | 22% | 61% |
| | | | | | | | |
| Net: | -42% | -29% | -46% | 58% | -74% | 5% | -53% |

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 | 457 | 66 | 11 | 55 | 285 | 20 | 2 | 8 | 11 |
| Unweighted base | 406 | 51 | 9 | 65 | 244 | 16 | 3 | 7 | 11 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| | 1 | | | | | | | | |
| Strongly approve | 0% | 0 | 0 | 1% | 0 | 0 | 0 | 0 | 0 |
| | 22 | 3 | 2 | 3 | 11 | 1 | 0 | 2 | 0 |
| | 21 | | | | | | | | |
| Somewhat approve | 5% | 4% | 17% | 5% | 4% | 5% | 0 | 28% | 0 |
| | 72 | 8 | 3 | 12 | 44 | 1 | 0 | 0 | 4 |
| | 64 | | | | | | | | |
| Neither approve nor disapprove | 16% | 12% | 25% | 21% | 15% | 5% | 0 | 0 | 40% |
| | 98 | 10 | 0 | 13 | 64 | 8 | 0 | 0 | 4 |
| | 86 | | | | | | | | |
| Somewhat disapprove | 22% | 15% | 0 | 23% | 23% | 38% | 0 | 0 | 36% |
| | 264 | 45 | 6 | 27 | 165 | 10 | 2 | 5 | 3 |
| | 234 | | | | | | | | |
| Strongly disapprove | 58% | 68% | 58% | 49% | 58% | 52% | 100% | 72% | 23% |
| | 23 | 3 | 2 | 4 | 11 | 1 | 0 | 2 | 0 |
| | 22 | | | | | | | | |
| TOTAL: Approve | 5% | 4% | 17% | 6% | 4% | 5% | 0 | 28% | 0 |
| | 362 | 55 | 6 | 40 | 229 | 18 | 2 | 5 | 7 |
| | 320 | | | | | | | | |
| TOTAL: Disapprove | 79% | 83% | 58% | 72% | 81% | 90% | 100% | 72% | 60% |
| Net: | -74% | -79% | -41% | -66% | -77% | -85% | -100% | -44% | -60% |

| | 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 | 1707 | 861 | 846 | 1707 | 440 | 600 | 667 |
| Unweighted base | 1664 | 726 | 938 | 1664 | 542 | 615 | 507 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 116 | 62 | 54 | 116 | 94 | 18 | 4 |
| | 122 | | | 122 | | | |
| Strongly approve | 7% | 7% | 6% | 7% | 21% | 3% | 1% |
| | 184 | 89 | 95 | 184 | 67 | 64 | 52 |
| | 191 | | | 191 | | | |
| Somewhat approve | 11% | 10% | 11% | 11% | 15% | 11% | 8% |
| | 387 | 186 | 200 | 387 | 101 | 148 | 138 |
| | 388 | | | 388 | | | |
| Neither approve nor disapprove | 23% | 22% | 24% | 23% | 23% | 25% | 21% |
| | 400 | 185 | 215 | 400 | 74 | 151 | 174 |
| | 393 | | | 393 | | | |
| Somewhat disapprove | 23% | 21% | 25% | 23% | 17% | 25% | 26% |
| | 621 | 339 | 282 | 621 | 104 | 219 | 298 |
| | 570 | | | 570 | | | |
| Strongly disapprove | 36% | 39% | 33% | 36% | 24% | 36% | 45% |
| | 300 | 151 | 149 | 300 | 161 | 82 | 56 |
| | 313 | | | 313 | | | |
| TOTAL: Approve | 18% | 18% | 18% | 18% | 37% | 14% | 8% |
| | 1021 | 524 | 497 | 1021 | 178 | 370 | 472 |
| | 963 | | | 963 | | | |
| TOTAL: Disapprove | 60% | 61% | 59% | 60% | 40% | 62% | 71% |

Net:

VI_1st Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|------------|--------------|-------------|------------------|------------------|----------------|-------------|
| NF Approval | | | | | | | |
| To what extent do you approve or disapprove of the way Nigel Farage is handling his job as Leader of the UK Independence Party? | | | | | | | |
| Weighted base | 1707 | 418 | 470 | 130 | 457 | 4 | 228 |
| Unweighted base | 1664 | 401 | 466 | 142 | 406 | 5 | 244 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 262 | 44 | 47 | 23 | 142 | 0 | 5 |
| | 236 | | | | | | |
| Strongly approve | 15% | 11% | 10% | 18% | 31% | 9% | 2% |
| | 378 | 94 | 77 | 36 | 129 | 1 | 41 |
| | 359 | | | | | | |
| Somewhat approve | 22% | 22% | 16% | 27% | 28% | 18% | 18% |
| | 426 | 131 | 103 | 26 | 71 | 2 | 92 |
| | 424 | | | | | | |
| Neither approve nor disapprove | 25% | 31% | 22% | 20% | 15% | 51% | 40% |
| | 203 | 59 | 66 | 11 | 28 | 0 | 39 |
| | 202 | | | | | | |
| Somewhat disapprove | 12% | 14% | 14% | 9% | 6% | 0 | 17% |
| | 439 | 91 | 177 | 33 | 87 | 1 | 50 |
| | 443 | | | | | | |
| Strongly disapprove | 26% | 22% | 38% | 26% | 19% | 22% | 22% |
| | 641 | 138 | 125 | 59 | 271 | 1 | 47 |
| | 595 | | | | | | |
| TOTAL: Approve | 38% | 33% | 27% | 45% | 59% | 27% | 20% |
| | 641 | 149 | 243 | 45 | 115 | 1 | 89 |
| | 645 | | | | | | |
| TOTAL: Disapprove | 38% | 36% | 52% | 34% | 25% | 22% | 39% |
| Net: | 0% | -3% | -25% | 11% | 34% | 5% | -19% |

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 |
|---|-------|-------------------------|-------------|-------|--|------------------------------|---------|------------------|------------|
| NF Approval | | | | | | | | | |
| To what extent do you approve or disapprove of the way Nigel Farage is handling his job as Leader of the UK Independence Party? | | | | | | | | | |
| Weighted base | 457 | 66 | 11 | 55 | 285 | 20 | 2 | 8 | 11 |
| Unweighted base | 406 | 51 | 9 | 65 | 244 | 16 | 3 | 7 | 11 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 142 | 0 | 0 | 1 | 136 | 4 | 0 | 2 | 0 |
| | 113 | | | | | | | | |
| Strongly approve | 31% | 0 | 0 | 1% | 48% | 19% | 0 | 28% | 0 |
| | 129 | 6 | 2 | 3 | 111 | 6 | 0 | 1 | 0 |
| | 113 | | | | | | | | |
| Somewhat approve | 28% | 10% | 20% | 5% | 39% | 28% | 21% | 13% | 0 |
| | 71 | 21 | 1 | 7 | 31 | 5 | 0 | 0 | 6 |
| | 67 | | | | | | | | |
| Neither approve nor disapprove | 15% | 31% | 8% | 13% | 11% | 26% | 0 | 0 | 57% |
| | 28 | 8 | 4 | 7 | 4 | 3 | 0 | 0 | 2 |
| | 29 | | | | | | | | |
| Somewhat disapprove | 6% | 12% | 33% | 13% | 1% | 15% | 0 | 0 | 21% |
| | 87 | 31 | 4 | 37 | 4 | 2 | 2 | 4 | 2 |
| | 84 | | | | | | | | |
| Strongly disapprove | 19% | 47% | 39% | 68% | 1% | 12% | 79% | 59% | 22% |
| | 271 | 6 | 2 | 3 | 247 | 9 | 0 | 3 | 0 |
| | 226 | | | | | | | | |
| TOTAL: Approve | 59% | 10% | 20% | 6% | 87% | 47% | 21% | 41% | 0 |
| | 115 | 39 | 8 | 45 | 7 | 5 | 2 | 4 | 5 |
| | 113 | | | | | | | | |
| TOTAL: Disapprove | 25% | 59% | 72% | 81% | 3% | 27% | 79% | 59% | 43% |
| Net: | 34% | -49% | -52% | -75% | 84% | 20% | -58% | -18% | -43% |

| | Gender | | | Age | | | |
|--|------------|------------|------------|------------|------------|------------|------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| NF Approval To what extent do you approve or disapprove of the way Nigel Farage is handling his job as Leader of the UK Independence Party? | | | | | | | |
| Weighted base | 1707 | 861 | 846 | 1707 | 440 | 600 | 667 |
| Unweighted base | 1664 | 726 | 938 | 1664 | 542 | 615 | 507 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 262 | 169 | 93 | 262 | 72 | 78 | 112 |
| | 236 | | | 236 | | | |
| Strongly approve | 15% | 20% | 11% | 15% | 16% | 13% | 17% |
| | 378 | 197 | 181 | 378 | 116 | 124 | 138 |
| | 359 | | | 359 | | | |
| Somewhat approve | 22% | 23% | 21% | 22% | 26% | 21% | 21% |
| | 426 | 194 | 231 | 426 | 93 | 171 | 162 |
| | 424 | | | 424 | | | |
| Neither approve nor disapprove | 25% | 23% | 27% | 25% | 21% | 28% | 24% |
| | 203 | 90 | 112 | 203 | 46 | 76 | 81 |
| | 202 | | | 202 | | | |
| Somewhat disapprove | 12% | 10% | 13% | 12% | 10% | 13% | 12% |
| | 439 | 210 | 228 | 439 | 113 | 151 | 174 |
| | 443 | | | 443 | | | |
| Strongly disapprove | 26% | 24% | 27% | 26% | 26% | 25% | 26% |
| | 641 | 366 | 274 | 641 | 188 | 202 | 250 |
| | 595 | | | 595 | | | |
| TOTAL: Approve | 38% | 43% | 32% | 38% | 43% | 34% | 38% |
| | 641 | 301 | 340 | 641 | 159 | 227 | 255 |
| | 645 | | | 645 | | | |
| TOTAL: Disapprove | 38% | 35% | 40% | 38% | 36% | 38% | 38% |

Net:

VI_1st Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| EUR 3 | | | | | | | |
| David Cameron has said that he would like to renegotiate the terms of Britain's membership of the European Union and hold a vote on the new terms to decide whether Britain should stay in the EU or leave. If David Cameron were able to secure a deal that he said redefined the terms of Britain's membership and recommended that, as a result, Britain should now remain in the EU, how do you think you would vote in a referendum? | | | | | | | |
| Weighted base | 1707 | 418 | 470 | 130 | 457 | 4 | 228 |
| Unweighted base | 1664 | 401 | 466 | 142 | 406 | 5 | 244 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Would definitely vote to leave the EU under the new terms | 425 | 84 | 85 | 30 | 200 | 0 | 25 |
| | 379 | | | | | | |
| | 25% | 20% | 18% | 23% | 44% | 9% | 11% |
| Would probably vote to leave the EU under the new terms | 303 | 78 | 84 | 28 | 83 | 0 | 30 |
| | 291 | | | | | | |
| | 18% | 19% | 18% | 21% | 18% | 0 | 13% |
| Would probably vote to remain in the EU under the new terms | 410 | 150 | 119 | 24 | 49 | 1 | 67 |
| | 408 | | | | | | |
| | 24% | 36% | 25% | 18% | 11% | 33% | 29% |
| Would definitely vote to remain in the EU under the new terms | 273 | 48 | 107 | 38 | 59 | 0 | 22 |
| | 271 | | | | | | |
| | 16% | 11% | 23% | 29% | 13% | 0 | 10% |
| Don't know | 279 | 57 | 70 | 10 | 62 | 0 | 80 |
| | 296 | | | | | | |
| | 16% | 14% | 15% | 8% | 14% | 0 | 35% |
| Prefer not to say | 17 | 1 | 6 | 1 | 4 | 2 | 4 |
| | 19 | | | | | | |
| | 1% | 0% | 1% | 1% | 1% | 58% | 2% |

VI_1st Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------|--------------|--------|------------------|------------------|----------------|------------|
| EUR 3 | | | | | | | |
| David Cameron has said that he would like to renegotiate the terms of Britain's membership of the European Union and hold a vote on the new terms to decide whether Britain should stay in the EU or leave. If David Cameron were able to secure a deal that he said redefined the terms of Britain's membership and recommended that, as a result, Britain should now remain in the EU, how do you think you would vote in a referendum? | | | | | | | |
| Net: leave | 43% | 39% | 36% | 45% | 62% | 0% | 24% |
| Net: stay | 40% | 47% | 48% | 48% | 24% | 25% | 39% |

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 |
|---|------------|-------------------------|-------------|-------|--|------------------------------|---------|------------------|------------|
| EUR 3 | | | | | | | | | |
| David Cameron has said that he would like to renegotiate the terms of Britain's membership of the European Union and hold a vote on the new terms to decide whether Britain should stay in the EU or leave. If David Cameron were able to secure a deal that he said redefined the terms of Britain's membership and recommended that, as a result, Britain should now remain in the EU, how do you think you would vote in a referendum? | | | | | | | | | |
| Weighted base | 457 | 66 | 11 | 55 | 285 | 20 | 2 | 8 | 11 |
| Unweighted base | 406 | 51 | 9 | 65 | 244 | 16 | 3 | 7 | 11 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Would definitely vote to leave the EU under the new terms | 200 163 | 6 | 3 | 4 | 174 | 10 | 1 | 3 | 0 |
| | 44% | 9% | 26% | 7% | 61% | 49% | 27% | 41% | 0 |
| Would probably vote to leave the EU under the new terms | 83 73 | 6 | 1 | 5 | 61 | 8 | 0 | 0 | 3 |
| | 18% | 10% | 10% | 8% | 21% | 42% | 0 | 0 | 23% |
| Would probably vote to remain in the EU under the new terms | 49 52 | 11 | 2 | 14 | 21 | 1 | 0 | 0 | 1 |
| | 11% | 16% | 21% | 24% | 7% | 4% | 0 | 0 | 6% |
| Would definitely vote to remain in the EU under the new terms | 59 53 | 27 | 4 | 22 | 2 | 1 | 0 | 1 | 2 |
| | 13% | 40% | 33% | 40% | 1% | 5% | 0 | 7% | 22% |
| Don't know | 62 61 | 17 | 1 | 10 | 25 | 0 | 0 | 4 | 5 |
| | 14% | 25% | 10% | 17% | 9% | 0 | 21% | 52% | 49% |
| Prefer not to say | 4 4 | 0 | 0 | 2 | 1 | 0 | 1 | 0 | 0 |
| | 1% | 0 | 0 | 3% | 0% | 0 | 51% | 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 |
|---|------------|-------------------------|-------------|------------|--|------------------------------|------------|------------------|------------|
| EUR 3 | | | | | | | | | |
| David Cameron has said that he would like to renegotiate the terms of Britain's membership of the European Union and hold a vote on the new terms to decide whether Britain should stay in the EU or leave. If David Cameron were able to secure a deal that he said redefined the terms of Britain's membership and recommended that, as a result, Britain should now remain in the EU, how do you think you would vote in a referendum? | | | | | | | | | |
| Net: leave | 62% | 18% | 36% | 16% | 82% | 90% | 50% | 38% | 27% |
| Net: stay | 24% | 58% | 55% | 65% | 8% | 10% | 0% | 13% | 27% |

| | Gender | | | Age | | | |
|---|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| EUR 3 | | | | | | | |
| David Cameron has said that he would like to renegotiate the terms of Britain's membership of the European Union and hold a vote on the new terms to decide whether Britain should stay in the EU or leave. If David Cameron were able to secure a deal that he said redefined the terms of Britain's membership and recommended that, as a result, Britain should now remain in the EU, how do you think you would vote in a referendum? | | | | | | | |
| Weighted base | 1707 | 861 | 846 | 1707 | 440 | 600 | 667 |
| Unweighted base | 1664 | 726 | 938 | 1664 | 542 | 615 | 507 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| Would definitely vote to leave the EU under the new terms | 425 379 | 248 379 | 178 379 | 425 379 | 98 379 | 161 379 | 166 379 |
| | 25% | 29% | 21% | 25% | 22% | 27% | 25% |
| Would probably vote to leave the EU under the new terms | 303 291 | 140 291 | 163 291 | 303 291 | 100 291 | 96 291 | 107 291 |
| | 18% | 16% | 19% | 18% | 23% | 16% | 16% |
| Would probably vote to remain in the EU under the new terms | 410 408 | 219 408 | 191 408 | 410 408 | 88 408 | 131 408 | 191 408 |
| | 24% | 25% | 23% | 24% | 20% | 22% | 29% |
| Would definitely vote to remain in the EU under the new terms | 273 271 | 156 271 | 116 271 | 273 271 | 73 271 | 80 271 | 119 271 |
| | 16% | 18% | 14% | 16% | 17% | 13% | 18% |
| Don't know | 279 296 | 92 296 | 187 296 | 279 296 | 69 296 | 127 296 | 82 296 |
| | 16% | 11% | 22% | 16% | 16% | 21% | 12% |
| Prefer not to say | 17 19 | 6 19 | 11 19 | 17 19 | 11 19 | 5 19 | 2 19 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 0% |

| | Gender | | | Age | | | |
|---|------------|------------|------------|------------|------------|------------|------------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| EUR 3 | | | | | | | |
| David Cameron has said that he would like to renegotiate the terms of Britain's membership of the European Union and hold a vote on the new terms to decide whether Britain should stay in the EU or leave. If David Cameron were able to secure a deal that he said redefined the terms of Britain's membership and recommended that, as a result, Britain should now remain in the EU, how do you think you would vote in a referendum? | | | | | | | |
| Net: leave | 43% | 45% | 40% | 43% | 45% | 43% | 41% |
| Net: stay | 40% | 44% | 36% | 40% | 37% | 35% | 46% |

VI_1st Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------------|--------------|-------------|------------------|------------------|----------------|-------------|
| EUR 4 | | | | | | | |
| And how likely or unlikely do you think it is that David Cameron will be able to secure satisfactory terms when he attempts to renegotiate Britain's membership of the European Union? | | | | | | | |
| Weighted base | 1707 | 418 | 470 | 130 | 457 | 4 | 228 |
| Unweighted base | 1664 | 401 | 466 | 142 | 406 | 5 | 244 |
| <i>All likely voters</i> | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 116 | 40 | 49 | 20 | 4 | 0 | 2 |
| | 109 | | | | | | |
| Very likely | 7% | 10% | 10% | 16% | 1% | 9% | 1% |
| | 175 | 79 | 36 | 37 | 12 | 1 | 10 |
| | 183 | | | | | | |
| Quite likely | 10% | 19% | 8% | 28% | 3% | 18% | 4% |
| | 241 | 74 | 69 | 15 | 47 | 1 | 35 |
| | 243 | | | | | | |
| Neither likely nor unlikely | 14% | 18% | 15% | 11% | 10% | 36% | 15% |
| | 556 | 133 | 150 | 38 | 135 | 1 | 99 |
| | 542 | | | | | | |
| Quite unlikely | 33% | 32% | 32% | 29% | 30% | 16% | 43% |
| | 510 | 70 | 135 | 13 | 239 | 0 | 52 |
| | 469 | | | | | | |
| Very unlikely | 30% | 17% | 29% | 10% | 52% | 0 | 23% |
| | 109 | 22 | 31 | 7 | 18 | 1 | 31 |
| | 118 | | | | | | |
| Don't know | 6% | 5% | 7% | 5% | 4% | 22% | 14% |
| | | | | | | | |
| Net: likely | 17% | 28% | 18% | 44% | 4% | 25% | 5% |
| Net: unlikely | 62% | 49% | 61% | 39% | 82% | 25% | 66% |

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 | |
|---|-------|-------------------------|-------------|-------|--|------------------------------|---------|------------------|------------|--|
| EUR 4 | | | | | | | | | | |
| And how likely or unlikely do you think it is that David Cameron will be able to secure satisfactory terms when he attempts to renegotiate Britain's membership of the European Union? | | | | | | | | | | |
| Weighted base | 457 | 66 | 11 | 55 | 285 | 20 | 2 | 8 | 11 | |
| Unweighted base | 406 | 51 | 9 | 65 | 244 | 16 | 3 | 7 | 11 | |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | |
| | 4 | 0 | 0 | 2 | 2 | 0 | 0 | 0 | 0 | |
| | 4 | | | | | | | | | |
| Very likely | 1% | 0 | 0 | 4% | 1% | 0 | 0 | 0 | 0 | |
| | 12 | 2 | 3 | 3 | 4 | 0 | 0 | 0 | 0 | |
| | 14 | | | | | | | | | |
| Quite likely | 3% | 3% | 27% | 5% | 2% | 0 | 0 | 0 | 0 | |
| | 47 | 12 | 1 | 9 | 20 | 5 | 0 | 0 | 2 | |
| | 43 | | | | | | | | | |
| Neither likely nor unlikely | 10% | 18% | 8% | 15% | 7% | 23% | 0 | 0 | 16% | |
| | 135 | 29 | 3 | 18 | 72 | 6 | 0 | 2 | 6 | |
| | 116 | | | | | | | | | |
| Quite unlikely | 30% | 44% | 26% | 32% | 25% | 29% | 21% | 21% | 54% | |
| | 239 | 21 | 4 | 17 | 177 | 10 | 2 | 6 | 3 | |
| | 209 | | | | | | | | | |
| Very unlikely | 52% | 32% | 39% | 31% | 62% | 48% | 79% | 79% | 31% | |
| | 18 | 2 | 0 | 7 | 9 | 0 | 0 | 0 | 0 | |
| | 20 | | | | | | | | | |
| Don't know | 4% | 4% | 0 | 13% | 3% | 0 | 0 | 0 | 0 | |
| | | | | | | | | | | |
| Net: likely | 4% | 3% | 27% | 9% | 2% | 0% | 0% | 0% | 0% | |
| Net: unlikely | 82% | 76% | 64% | 64% | 87% | 80% | 100% | 100% | 82% | |

| | Gender | | | Age | | | |
|---|--------|------|--------|-------|-------|-------|------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| EUR 4 | | | | | | | |
| And how likely or unlikely do you think it is that David Cameron will be able to secure satisfactory terms when he attempts to renegotiate Britain's membership of the European Union? | | | | | | | |
| Weighted base | 1707 | 861 | 846 | 1707 | 440 | 600 | 667 |
| Unweighted base | 1664 | 726 | 938 | 1664 | 542 | 615 | 507 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 116 | 58 | 58 | 116 | 80 | 15 | 21 |
| | 109 | | | 109 | | | |
| Very likely | 7% | 7% | 7% | 7% | 18% | 2% | 3% |
| | 175 | 102 | 73 | 175 | 75 | 48 | 51 |
| | 183 | | | 183 | | | |
| Quite likely | 10% | 12% | 9% | 10% | 17% | 8% | 8% |
| | 241 | 112 | 129 | 241 | 59 | 101 | 81 |
| | 243 | | | 243 | | | |
| Neither likely nor unlikely | 14% | 13% | 15% | 14% | 13% | 17% | 12% |
| | 556 | 273 | 284 | 556 | 114 | 190 | 253 |
| | 542 | | | 542 | | | |
| Quite unlikely | 33% | 32% | 34% | 33% | 26% | 32% | 38% |
| | 510 | 288 | 222 | 510 | 75 | 198 | 236 |
| | 469 | | | 469 | | | |
| Very unlikely | 30% | 33% | 26% | 30% | 17% | 33% | 35% |
| | 109 | 29 | 80 | 109 | 36 | 49 | 24 |
| | 118 | | | 118 | | | |
| Don't know | 6% | 3% | 9% | 6% | 8% | 8% | 4% |
| | | | | | | | |
| Net: likely | 17% | 19% | 15% | 17% | 35% | 11% | 11% |
| Net: unlikely | 62% | 65% | 60% | 62% | 43% | 65% | 73% |

VI_1st Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|--|-------|--------------|--------|------------------|------------------|----------------|------------|
| <p>Q1 Recently David Cameron and the Conservatives have been trying to sound tougher about the European Union and immigration... Regardless of your own political views, do you think this will be enough to convince potential UKIP voters to support the Conservatives instead?</p> | | | | | | | |
| Weighted base | 1707 | 418 | 470 | 130 | 457 | 4 | 228 |
| Unweighted base | 1664 | 401 | 466 | 142 | 406 | 5 | 244 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 109 | 37 | 50 | 14 | 5 | 1 | 2 |
| | 119 | | | | | | |
| Yes – definitely | 6% | 9% | 11% | 11% | 1% | 27% | 1% |
| | 273 | 123 | 63 | 44 | 26 | 0 | 17 |
| | 266 | | | | | | |
| Yes – probably | 16% | 29% | 13% | 34% | 6% | 0 | 7% |
| | 788 | 193 | 202 | 48 | 210 | 2 | 132 |
| | 770 | | | | | | |
| No – probably not | 46% | 46% | 43% | 37% | 46% | 51% | 58% |
| | 347 | 24 | 97 | 12 | 186 | 0 | 28 |
| | 313 | | | | | | |
| No – definitely not | 20% | 6% | 21% | 9% | 41% | 0 | 12% |
| | 191 | 41 | 58 | 12 | 29 | 1 | 49 |
| | 196 | | | | | | |
| Don't know | 11% | 10% | 12% | 9% | 6% | 22% | 22% |
| Net: yes | 22% | 38% | 24% | 45% | 7% | 25% | 8% |
| Net: no | 66% | 52% | 64% | 46% | 87% | 50% | 70% |

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 |
|---|-------|-------------------------|-------------|-------|--|------------------------------|---------|------------------|------------|
| Q1 Recently David Cameron and the Conservatives have been trying to sound tougher about the European Union and immigration... Regardless of your own political views, do you think this will be enough to convince potential UKIP voters to support the Conservatives instead? | | | | | | | | | |
| Weighted base | 457 | 66 | 11 | 55 | 285 | 20 | 2 | 8 | 11 |
| Unweighted base | 406 | 51 | 9 | 65 | 244 | 16 | 3 | 7 | 11 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 5 | 0 | 0 | 1 | 4 | 0 | 0 | 0 | 0 |
| | 6 | | | | | | | | |
| Yes – definitely | 1% | 0 | 0 | 2% | 1% | 0 | 0 | 0 | 0 |
| | 26 | 3 | 1 | 5 | 13 | 4 | 0 | 0 | 0 |
| | 23 | | | | | | | | |
| Yes – probably | 6% | 5% | 10% | 9% | 5% | 20% | 0 | 0 | 0 |
| | 210 | 37 | 10 | 36 | 108 | 4 | 1 | 5 | 10 |
| | 189 | | | | | | | | |
| No – probably not | 46% | 56% | 90% | 65% | 38% | 21% | 73% | 62% | 92% |
| | 186 | 18 | 0 | 5 | 148 | 10 | 1 | 3 | 1 |
| | 159 | | | | | | | | |
| No – definitely not | 41% | 28% | 0 | 9% | 52% | 50% | 27% | 38% | 8% |
| | 29 | 8 | 0 | 8 | 12 | 2 | 0 | 0 | 0 |
| | 29 | | | | | | | | |
| Don't know | 6% | 11% | 0 | 15% | 4% | 9% | 0 | 0 | 0 |
| Net: yes | 7% | 5% | 9% | 11% | 6% | 20% | 0% | 0% | 0% |
| Net: no | 87% | 83% | 91% | 75% | 90% | 70% | 100% | 100% | 100% |

| | Gender | | | Age | | | |
|---|--------|------|--------|-------|-------|-------|------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| Q1 Recently David Cameron and the Conservatives have been trying to sound tougher about the European Union and immigration... Regardless of your own political views, do you think this will be enough to convince potential UKIP voters to support the Conservatives instead? | | | | | | | |
| Weighted base | 1707 | 861 | 846 | 1707 | 440 | 600 | 667 |
| Unweighted base | 1664 | 726 | 938 | 1664 | 542 | 615 | 507 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 109 | 63 | 46 | 109 | 60 | 33 | 16 |
| | 119 | | | 119 | | | |
| Yes – definitely | 6% | 7% | 5% | 6% | 14% | 5% | 2% |
| | 273 | 150 | 123 | 273 | 117 | 79 | 77 |
| | 266 | | | 266 | | | |
| Yes – probably | 16% | 17% | 15% | 16% | 27% | 13% | 12% |
| | 788 | 403 | 384 | 788 | 145 | 279 | 365 |
| | 770 | | | 770 | | | |
| No – probably not | 46% | 47% | 45% | 46% | 33% | 46% | 55% |
| | 347 | 175 | 172 | 347 | 61 | 135 | 152 |
| | 313 | | | 313 | | | |
| No – definitely not | 20% | 20% | 20% | 20% | 14% | 22% | 23% |
| | 191 | 71 | 120 | 191 | 58 | 75 | 57 |
| | 196 | | | 196 | | | |
| Don't know | 11% | 8% | 14% | 11% | 13% | 13% | 9% |
| | | | | | | | |
| Net: yes | 22% | 25% | 20% | 22% | 40% | 19% | 14% |
| Net: no | 66% | 67% | 66% | 66% | 47% | 69% | 78% |

VI_1st Stage

| | Total | Conservative | Labour | Liberal Democrat | Some other party | Would not vote | Don't know |
|---|-------|--------------|--------|------------------|------------------|----------------|------------|
| Q2 And thinking about your own political views, do you think David Cameron and the Conservative party should be doing more to appeal to potential UKIP voters or doing less? | | | | | | | |
| Weighted base | 1707 | 418 | 470 | 130 | 457 | 4 | 228 |
| Unweighted base | 1664 | 401 | 466 | 142 | 406 | 5 | 244 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 571 | 170 | 118 | 42 | 180 | 0 | 61 |
| | 532 | | | | | | |
| A lot more | 33% | 41% | 25% | 32% | 39% | 9% | 27% |
| | 348 | 130 | 82 | 33 | 53 | 0 | 50 |
| | 342 | | | | | | |
| A little more | 20% | 31% | 17% | 25% | 12% | 0 | 22% |
| | 231 | 69 | 73 | 16 | 39 | 2 | 32 |
| | 236 | | | | | | |
| About the same | 14% | 17% | 16% | 12% | 8% | 53% | 14% |
| | 59 | 16 | 20 | 6 | 13 | 1 | 4 |
| | 61 | | | | | | |
| A little less | 3% | 4% | 4% | 4% | 3% | 16% | 2% |
| | 152 | 8 | 66 | 16 | 52 | 0 | 11 |
| | 149 | | | | | | |
| A lot less | 9% | 2% | 14% | 12% | 11% | 0 | 5% |
| | 346 | 25 | 112 | 18 | 120 | 1 | 70 |
| | 344 | | | | | | |
| Don't know / no opinion | 20% | 6% | 24% | 14% | 26% | 22% | 31% |
| Net: more | 54% | 72% | 43% | 58% | 51% | 0% | 49% |
| Net: less | 12% | 6% | 18% | 17% | 14% | 25% | 7% |

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 |
|---|-------|-------------------------|-------------|-------|--|------------------------------|---------|------------------|------------|
| Q2 And thinking about your own political views, do you think David Cameron and the Conservative party should be doing more to appeal to potential UKIP voters or doing less? | | | | | | | | | |
| Weighted base | 457 | 66 | 11 | 55 | 285 | 20 | 2 | 8 | 11 |
| Unweighted base | 406 | 51 | 9 | 65 | 244 | 16 | 3 | 7 | 11 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 180 | 12 | 2 | 11 | 142 | 7 | 1 | 0 | 5 |
| | 160 | | | | | | | | |
| A lot more | 39% | 18% | 23% | 20% | 50% | 35% | 49% | 0 | 44% |
| | 53 | 11 | 2 | 7 | 32 | 2 | 0 | 0 | 0 |
| | 46 | | | | | | | | |
| A little more | 12% | 16% | 18% | 12% | 11% | 8% | 0 | 0 | 0 |
| | 39 | 5 | 2 | 4 | 21 | 3 | 0 | 3 | 1 |
| | 33 | | | | | | | | |
| About the same | 8% | 7% | 17% | 7% | 7% | 16% | 0 | 43% | 8% |
| | 13 | 3 | 0 | 4 | 6 | 1 | 0 | 0 | 0 |
| | 14 | | | | | | | | |
| A little less | 3% | 4% | 0 | 7% | 2% | 4% | 0 | 0 | 0 |
| | 52 | 7 | 2 | 17 | 21 | 3 | 1 | 0 | 1 |
| | 45 | | | | | | | | |
| A lot less | 11% | 11% | 20% | 30% | 7% | 16% | 51% | 0 | 5% |
| | 120 | 28 | 2 | 13 | 63 | 4 | 0 | 4 | 5 |
| | 108 | | | | | | | | |
| Don't know / no opinion | 26% | 43% | 22% | 24% | 22% | 20% | 0 | 57% | 43% |
| Net: more | 51% | 35% | 36% | 33% | 61% | 45% | 50% | 0% | 45% |
| Net: less | 14% | 15% | 18% | 38% | 9% | 20% | 50% | 0% | 9% |

| | Gender | | | Age | | | |
|---|--------|------|--------|-------|-------|-------|------|
| | Total | Male | Female | Total | 18-34 | 35-54 | 55+ |
| Q2 And thinking about your own political views, do you think David Cameron and the Conservative party should be doing more to appeal to potential UKIP voters or doing less? | | | | | | | |
| Weighted base | 1707 | 861 | 846 | 1707 | 440 | 600 | 667 |
| Unweighted base | 1664 | 726 | 938 | 1664 | 542 | 615 | 507 |
| All likely voters | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| | 571 | 297 | 274 | 571 | 152 | 158 | 261 |
| | 532 | | | 532 | | | |
| A lot more | 33% | 35% | 32% | 33% | 35% | 26% | 39% |
| | 348 | 179 | 169 | 348 | 84 | 122 | 142 |
| | 342 | | | 342 | | | |
| A little more | 20% | 21% | 20% | 20% | 19% | 20% | 21% |
| | 231 | 116 | 115 | 231 | 74 | 93 | 64 |
| | 236 | | | 236 | | | |
| About the same | 14% | 13% | 14% | 14% | 17% | 15% | 10% |
| | 59 | 33 | 26 | 59 | 13 | 34 | 11 |
| | 61 | | | 61 | | | |
| A little less | 3% | 4% | 3% | 3% | 3% | 6% | 2% |
| | 152 | 87 | 65 | 152 | 38 | 48 | 66 |
| | 149 | | | 149 | | | |
| A lot less | 9% | 10% | 8% | 9% | 9% | 8% | 10% |
| | 346 | 150 | 196 | 346 | 79 | 145 | 122 |
| | 344 | | | 344 | | | |
| Don't know / no opinion | 20% | 17% | 23% | 20% | 18% | 24% | 18% |
| Net: more | 54% | 55% | 52% | 54% | 54% | 47% | 60% |
| Net: less | 12% | 14% | 11% | 12% | 12% | 14% | 12% |