

Table 1

Region

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
All Respondents	BASE		2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
	UNWT		2,004	246	636	457	492	173	995	1,009	546	738	720	977	1,027
London	COL %		13%	100%	0%	0%	0%	0%	13%	12%	17%	13%	9%	13%	13%
	SIG										C				
	COUNT		254	254	0	0	0	0	126	128	94	94	66	130	124
Rest of South	COL %		32%	0%	100%	0%	0%	0%	32%	32%	30%	32%	34%	32%	32%
	SIG														
	COUNT		647	0	647	0	0	0	314	332	168	232	246	330	316
Midlands and Wales	COL %		21%	0%	0%	100%	0%	0%	21%	22%	21%	21%	22%	22%	21%
	SIG														
	COUNT		430	0	0	430	0	0	208	222	116	154	160	220	210
North	COL %		25%	0%	0%	0%	100%	0%	25%	25%	24%	24%	25%	25%	25%
	SIG														
	COUNT		494	0	0	0	494	0	238	256	138	176	180	252	242
Scotland	COL %		9%	0%	0%	0%	0%	100%	9%	9%	9%	9%	9%	9%	9%
	SIG														
	COUNT		178	0	0	0	0	178	84	94	48	66	64	90	88

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Results are based on two-sided tests with significance level 0.05. For each significant pair, the key of the category with the smaller column proportion appears under the category with the larger column proportion.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

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Table 2

Age

			Total	Region					Gender		Age			Social Grade		
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)	
AGE	All Respondents	BASE	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981	
		UNWT	2,004	246	636	457	492	173	995	1,009	546	738	720	977	1,027	
	18-34	COL %	28%	37%	26%	27%	28%	27%	29%	27%	100%	0%	0%	28%	28%	
		SIG		B												
		COUNT	565	94	168	116	138	48	286	278	565	0	0	288	276	
	35-54	COL %	36%	37%	36%	36%	36%	37%	37%	35%	0%	100%	0%	36%	36%	
		SIG														
		COUNT	723	94	232	154	176	66	356	366	0	723	0	368	354	
	55+	COL %	36%	26%	38%	37%	36%	36%	34%	38%	0%	0%	100%	36%	36%	
		SIG			A	A	A									
		COUNT	717	66	246	160	180	64	328	388	0	0	717	366	350	
	MEAN			46.0	42.5	47.0	46.7	46.1	45.9	45.5	46.5	26.5	44.8	62.7	46.5	45.5
	SIG					A	A	A				A	A B			
	STDDEV			15.5	15.7	15.4	15.2	15.5	15.2	16.0	15.0	4.9	5.5	6.1	15.6	15.4
MEDIAN			47.0	43.0	48.0	48.0	46.0	46.0	46.0	47.0	27.0	45.0	61.0	47.0	47.0	

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Results are based on two-sided tests assuming equal variances with significance level 0.05. For each significant pair, the key of the smaller category appears under the category with larger mean.

Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

Cell counts in some subtables are not integers. They were rounded to the nearest integers before performing pairwise comparisons.

[Table 3](#)

Gender

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
	All Respondents	BASE	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
		UNWT	2,004	246	636	457	492	173	995	1,009	546	738	720	977	1,027
	Male	COL %	48%	50%	49%	48%	48%	47%	100%	0%	51%	49%	46%	48%	49%
		SIG													
		COUNT	971	126	314	208	238	84	971	0	286	356	328	494	476
	Female	COL %	52%	50%	51%	52%	52%	53%	0%	100%	49%	51%	54%	52%	51%
		SIG													
		COUNT	1,033	128	332	222	256	94	0	1,033	278	366	388	529	505

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Table 4

Age_Gender

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Age_Gender	All Respondents	BASE	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
		UNWT	2,004	246	636	457	492	173	995	1,009	546	738	720	977	1,027
	Male 18-34	COL %	14%	19%	13%	13%	14%	13%	29%	0%	51%	0%	0%	14%	14%
		SIG													
		COUNT	286	48	86	58	70	24	286	0	286	0	0	146	140
	Male 35-54	COL %	18%	19%	18%	18%	17%	18%	37%	0%	0%	49%	0%	18%	18%
		SIG													
		COUNT	356	48	114	76	86	32	356	0	0	356	0	180	176
	Male 55+	COL %	16%	12%	18%	17%	17%	16%	34%	0%	0%	0%	46%	16%	16%
		SIG													
		COUNT	328	30	114	74	82	28	328	0	0	0	328	168	160
	Female 18-34	COL %	14%	18%	13%	13%	14%	13%	0%	27%	49%	0%	0%	14%	14%
		SIG													
		COUNT	278	46	82	58	68	24	0	278	278	0	0	142	136
	Female 35-54	COL %	18%	18%	18%	18%	18%	19%	0%	35%	0%	51%	0%	18%	18%
		SIG													
		COUNT	366	46	118	78	90	34	0	366	0	366	0	188	178
	Female 55+	COL %	19%	14%	20%	20%	20%	20%	0%	38%	0%	0%	54%	19%	19%
		SIG													
		COUNT	388	36	132	86	98	36	0	388	0	0	388	198	190

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[Table 5](#)

Social Grade

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
	All Respondents	BASE	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
		UNWT	2,004	246	636	457	492	173	995	1,009	546	738	720	977	1,027
	ABC1	COL %	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	100%	0%
		SIG													
		COUNT	1,023	130	330	220	252	90	494	529	288	368	366	1,023	0
	C2DE	COL %	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	0%	100%
		SIG													
		COUNT	981	124	316	210	242	88	476	505	276	354	350	0	981

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Table 6

Newspaper Readership

		Total	Region					Gender		Age			Social Grade	
		(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
All Respondents	BASE	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
	UNWT	2,004	246	636	457	492	173	995	1,009	546	738	720	977	1,027
Express/Mail	COL %	17%	16%	20%	19%	14%	12%	16%	18%	10%	15%	24%	19%	15%
	SIG										A	A B	B	
	COUNT	340	42	127	81	68	22	153	187	54	111	175	192	148
Sun/Star	COL %	21%	24%	20%	24%	20%	16%	24%	19%	33%	20%	14%	15%	28%
	SIG							B		B C	C			A
	COUNT	424	62	132	103	101	28	229	195	184	142	99	154	270
Mirror/Record	COL %	14%	10%	11%	9%		19%	29%	15%	13%	13%	15%	14%	17%
	SIG					A B C	A B C							A
	COUNT	281	25	69	40	95	52	143	138	71	112	99	116	165
Guardian/indy	COL %	4%	8%	5%	3%	4%	2%	5%	4%	8%	3%	3%	6%	2%
	SIG		C							B C			B	
	COUNT	87	21	31	12	19	4	49	38	43	24	19	66	21
FT/Times/tele	COL %	11%	14%	14%	9%	9%	7%	13%	9%	12%	10%	11%	17%	5%
	SIG							B					B	
	COUNT	221	35	90	40	44	12	127	93	68	71	82	174	47
Other	COL %	12%	16%	9%	11%	13%	17%	9%	14%	10%	13%	13%	12%	12%
	SIG		B				B		A					
	COUNT	241	41	56	48	66	30	92	149	54	97	90	128	113
None	COL %	20%	11%	22%	25%	20%	18%	18%	23%	16%	23%	21%	19%	22%
	SIG			A	A	A			A		A			
	COUNT	410	28	142	107	101	32	177	233	92	165	153	195	215

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Table 8

2/2a. If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

		Total	Region					Gender		Age			Social Grade	
		(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Absolute/certain will vote for party/not sure	BASE	1,573	180	510	347	400	137	816	757	376	553	644	848	725
	UNWT	1,573	176	501	365	395	136	834	739	361	571	641	813	760
Labour	COL %	21%	25%	14%	17%	27%	32%	22%	19%	22%	24%	17%	19%	23%
	SIG		B			B C	B C				C			
	COUNT	324	45	71	58	107	44	178	145	83	131	110	159	164
Conservative	COL %	37%	39%	43%	43%	29%	18%	35%	39%	34%	33%	42%	43%	29%
	SIG		E	D E	D E							A B	B	
	COUNT	580	71	221	149	116	24	289	292	128	182	270	368	212
Liberal Democrats	COL %	18%	21%	20%	14%	20%	15%	19%	18%	20%	19%	17%	19%	18%
	SIG													
	COUNT	289	37	102	50	79	20	155	135	75	104	111	161	128
Scottish National Party (SNP)	COL %	2%	0%	0%	0%	0%	24%	2%	2%	2%	3%	1%	2%	2%
	SIG													
Plaid Cymru	COL %	33%	0%	0%	0%	0%	33%	20%	13%	8%	16%	9%	16%	17%
	SIG													
	COUNT	10	0	0	10	0	0	5	5	3	3	4	7	3
Other (Net)	COL %	14%	9%	16%	14%	16%	8%	15%	13%	13%	13%	15%	9%	19%
	SIG													A
	COUNT	217	16	80	48	62	11	119	98	49	73	95	77	141
-United Kingdom Independence Party (UKIP)	COL %	6%	2%	8%	7%	6%	2%	7%	5%	3%	7%	7%	4%	9%
	SIG			A							A	A		A
	COUNT	93	3	42	23	23	3	57	37	10	37	47	31	62
-Green Party	COL %	2%	2%	4%	1%	2%	4%	2%	3%	3%	2%	2%	2%	2%
	SIG													
	COUNT	38	3	20	4	6	5	18	20	13	12	14	21	17
-British National Party (BNP)	COL %	5%	5%	3%	6%	8%	1%	5%	4%	7%	4%	4%	3%	7%
	SIG					B E								A
	COUNT	77	8	17	20	31	1	43	34	25	24	28	23	54
-Other party [Please Specify]	COL %	1%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%
	SIG								A					A
	COUNT	9	1	2	1	2	2	1	8	1	1	7	2	7
Would not vote	COL %	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	1%
	SIG													
	COUNT	7	1	2	3	2	0	3	4	4	2	2	2	5
Not Sure	COL %	7%	6%	7%	8%	8%	4%	6%	9%	7%	8%	7%	7%	7%
	SIG								A					
	COUNT	112	10	35	29	33	5	47	65	27	42	44	58	54

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Table 9

3/3a. We've noticed you did not select a party. Is there a party you are currently leaning towards?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Would not Vote/ Not sure	BASE		120	11	36	32	35	5	51	69	30	44	46	61	59
	UNWT		116	12	33	34	32	5	53	63	28	44	44	55	61
Labour	COL %		15%	19%	11%	15%	16%	24%	20%	11%	12%	14%	17%	11%	19%
	SIG														
	COUNT		18	2	4	5	6	1	10	8	4	6	8	7	11
Conservative	COL %		28%	26%	34%	29%	24%	0%	18%	35%	33%	29%	23%	36%	20%
	SIG														
	COUNT		33	3	12	9	9	0	9	24	10	13	10	22	12
Liberal Democrats	COL %		39%	49%	32%	45%	39%	29%	37%	41%	38%	32%	47%	36%	43%
	SIG														
	COUNT		47	6	12	14	14	1	19	28	11	14	21	22	25
Scottish National Party (SNP)	COL %		1%	0%	0%	0%	0%	32%	2%	1%	3%	0%	1%	2%	1%
	SIG														
Other (Net)	COUNT		2	0	0	0	0	2	1	1	1	0	1	1	1
	COL %		17%	6%	23%	11%	20%	15%	23%	13%	14%	24%	12%	16%	18%
	SIG														
-United Kingdom Independence Party (UKIP)	COUNT		20	1	8	4	7	1	11	9	4	11	5	10	10
	COL %		7%	6%	4%	2%	16%	0%	11%	4%	0%	12%	7%	6%	8%
	SIG														
-Green Party	COUNT		9	1	1	1	6	0	6	3	0	5	3	4	5
	COL %		4%	0%	4%	2%	3%	15%	3%	4%	12%	2%	0%	5%	2%
	SIG														
-British National Party (BNP)	COUNT		4	0	2	1	1	1	3	4	1	1	0	3	1
	COL %		6%	0%	14%	7%	0%	0%	8%	5%	3%	10%	5%	5%	7%
	SIG														
	COUNT		7	0	5	2	0	0	4	3	1	5	2	3	4

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Table 10

2/3. (Including Leaners) If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Absolute/certain will vote for party/not sure	BASE		1,573	180	510	347	400	137	816	757	376	553	644	848	725
	UNWT		1,573	176	501	365	395	136	834	739	361	571	641	813	760
	COL %		22%	26%	15%	18%	28%	33%	23%	20%	23%	25%	18%	20%	24%
Labour	SIG			B			B C	B C				C			A
	COUNT		341	47	75	63	113	45	189	153	86	137	118	166	176
	COL %		39%	41%	46%	45%	31%	18%	37%	42%	37%	35%	44%	46%	31%
Conservative	SIG			E	D E	D E	E			A			B	B	
	COUNT		613	73	233	158	125	24	298	315	138	195	281	390	224
	COL %		21%	24%	22%	19%	23%	16%	21%	21%	23%	21%	20%	22%	21%
Liberal Democrats	SIG														
	COUNT		336	43	114	65	93	22	173	163	87	118	132	183	153
	COL %		2%	0%	0%	0%	0%	25%	3%	2%	2%	3%	2%	2%	2%
Scottish National Party (SNP)	SIG														
	COUNT		35	0	0	0	0	35	21	14	9	16	10	17	18
	COL %		1%	0%	0%	3%	0%	0%	1%	1%	1%	1%	1%	1%	0%
Plaid Cymru	SIG														
	COUNT		10	0	0	10	0	0	5	5	3	3	4	7	3
	COL %		15%	9%	17%	15%	17%	8%	16%	14%	14%	15%	16%	10%	21%
Other (Net)	SIG														A
	COUNT		238	17	88	52	69	11	130	107	53	84	101	87	151
	COL %		6%	2%	8%	7%	7%	2%	8%	5%	3%	8%	8%	4%	9%
-United Kingdom Independence Party (UKIP)	SIG				A				B			A	A		A
	COUNT		102	3	43	24	28	3	63	39	10	42	50	35	67
	COL %		3%	2%	4%	1%	2%	4%	2%	3%	4%	2%	2%	3%	3%
-Green Party	SIG														
	COUNT		43	3	21	5	8	6	19	23	16	13	14	24	19
	COL %		5%	5%	4%	6%	8%	1%	6%	5%	7%	5%	5%	3%	8%
-British National Party (BNP)	SIG						E								A
	COUNT		84	8	22	22	31	1	47	37	26	28	30	26	58
	COL %		1%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%
-Other party [Please Specify]	SIG									A					A
	COUNT		9	1	2	1	2	2	1	8	1	1	7	2	7

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Tests are adjusted for all pairwise comparisons within a row of each innermost subtable using the Bonferroni correction.

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Table 11

2/3. (Including Leaners) If a General Election were held tomorrow, which one of the following parties would you be most likely to support in your constituency?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Decided Voters	BASE		1,573	180	510	347	400	137	816	757	376	553	644	848	725
	UNWT		1,573	176	501	365	395	136	834	739	361	571	641	813	760
Labour	COL %		22%	26%	15%	18%	28%	33%	23%	20%	23%	25%	18%	20%	24%
	SIG			B			B C	B C				C			A
	COUNT		341	47	75	63	113	45	189	153	86	137	118	166	176
Conservative	COL %		39%	41%	46%	45%	31%	18%	37%	42%	37%	35%	44%	46%	31%
	SIG			E	D E	D E	E		A				B	B	
	COUNT		613	73	233	158	125	24	298	315	138	195	281	390	224
Liberal Democrats	COL %		21%	24%	22%	19%	23%	16%	21%	21%	23%	21%	20%	22%	21%
	SIG														
	COUNT		336	43	114	65	93	22	173	163	87	118	132	183	153
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	25%	3%	2%	2%	3%	2%	2%	2%
	SIG														
	COUNT		35	0	0	0	0	35	21	14	9	16	10	17	18
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	1%	1%	1%	1%	1%	1%	0%
	SIG														
	COUNT		10	0	0	10	0	0	5	5	3	3	4	7	3
Other (Net)	COL %		15%	9%	17%	15%	17%	8%	16%	14%	14%	15%	16%	10%	21%
	SIG														A
	COUNT		238	17	88	52	69	11	130	107	53	84	101	87	151
-United Kingdom Independence Party (UKIP)	COL %		6%	2%	8%	7%	7%	2%	8%	5%	3%	8%	8%	4%	9%
	SIG				A				B			A	A		A
	COUNT		102	3	43	24	28	3	63	39	10	42	50	35	67
-Green Party	COL %		3%	2%	4%	1%	2%	4%	2%	3%	4%	2%	2%	3%	3%
	SIG														
	COUNT		43	3	21	5	8	6	19	23	16	13	14	24	19
-British National Party (BNP)	COL %		5%	5%	4%	6%	8%	1%	6%	5%	7%	5%	5%	3%	8%
	SIG						E								A
	COUNT		84	8	22	22	31	1	47	37	26	28	30	26	58
-Other party [Please Specify]	COL %		1%	1%	0%	0%	1%	1%	0%	1%	0%	0%	1%	0%	1%
	SIG								A						A
	COUNT		9	1	2	1	2	2	1	8	1	1	7	2	7

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[Table 12](#)

PP1. And, how certain are you that you will for this party?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
	Decided Voters	BASE	1,632	193	528	356	414	141	851	782	417	565	650	878	754
		UNWT	1,637	188	520	376	411	142	873	764	402	586	649	845	792
	I will definitely vote for this party	COL %	60%	65%	62%	53%	63%	57%	59%	62%	55%	59%	64%	60%	61%
		SIG												A	
		COUNT	984	125	328	190	260	80	500	484	231	336	417	527	457
	I could change my mind before the election takes place	COL %	40%	35%	38%	47%	37%	43%	41%	38%	45%	41%	36%	40%	39%
		SIG									C				
		COUNT	648	68	199	165	154	61	351	297	186	229	233	352	297

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Table 13

PP2. How likely are you to vote in the next General Election?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Likely to vote	Decided Voters	BASE	1,632	193	528	356	414	141	851	782	417	565	650	878	754
		UNWT	1,637	188	520	376	411	142	873	764	402	586	649	845	792
	Absolutely certain to vote	COL %	68%	60%	69%	69%	70%	69%	67%	69%	53%	66%	80%	72%	64%
		SIG										A	A B	B	
		COUNT	1,111	116	362	246	291	97	572	539	220	373	518	628	483
	Very likely to vote	COL %	26%	29%	27%	26%	23%	27%	27%	24%	33%	29%	19%	24%	28%
		SIG									C	C			
		COUNT	421	55	141	92	95	38	231	190	136	163	122	211	211
	Very likely not to vote	COL %	2%	5%	2%	2%	2%	3%	3%	2%	6%	2%	1%	2%	3%
		SIG									B C				
		COUNT	39	10	10	9	7	4	25	15	26	9	5	20	20
	Absolutely certain not to vote	COL %	1%	2%	1%	0%	2%	0%	1%	1%	4%	1%	0%	1%	1%
		SIG									B C				
		COUNT	20	4	8	0	8	1	10	10	15	4	1	10	9
	Not sure	COL %	2%	4%	1%	3%	3%	1%	2%	3%	5%	3%	1%	1%	4%
		SIG									A	C	C		A
		COUNT	40	8	7	9	14	2	13	27	20	17	3	9	32
	Likely (Net)	COL %	94%	89%	95%	95%	93%	96%	94%	93%	85%	95%	99%	96%	92%
		SIG			A							A	A B	B	
		COUNT	1,533	172	503	338	385	135	803	730	356	536	641	839	693
	Not Likely (Net)	COL %	4%	7%	3%	2%	4%	3%	4%	3%	10%	2%	1%	3%	4%
		SIG									B C				
		COUNT	59	14	18	9	15	4	34	25	41	12	6	30	29

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Table 16

4. Do you approve or disapprove of Gordon Brown's performance as Prime Minister?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Gordon Brown	All Respondents	BASE	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
		UNWT	2,004	246	636	457	492	173	995	1,009	546	738	720	977	1,027
	Strongly approve	COL %	5%	6%	2%	4%	7%	9%	5%	4%	6%	4%	4%	5%	4%
		SIG		B			B	B							
		COUNT	95	16	11	18	34	15	53	42	35	31	29	56	38
	Moderately approve	COL %	24%	27%	20%	21%	24%	42%	25%	23%	25%	26%	21%	23%	25%
		SIG						A B C D							
		COUNT	481	69	129	90	118	75	243	238	140	189	153	240	242
	Moderately disapprove	COL %	24%	29%	26%	24%	20%	22%	23%	25%	29%	24%	20%	26%	22%
		SIG									C			B	
		COUNT	482	74	166	102	101	39	226	256	163	177	142	270	212
	Strongly disapprove	COL %	39%	29%	46%	43%	39%	20%	40%	38%	26%	37%	52%	39%	40%
		SIG			A E	A E	E					A	A B		
		COUNT	787	74	298	184	194	36	393	395	146	270	371	395	392
	Not sure	COL %	8%	8%	7%	8%	9%	7%	6%	10%	14%	8%	3%	6%	10%
		SIG								A	B C	C			A
		COUNT	158	20	43	36	47	13	56	102	81	56	21	61	97
	Top2box	COL %	29%	34%	22%	25%	31%	51%	30%	27%	31%	30%	25%	29%	29%
		SIG		B			B	A B C D							
		COUNT	576	85	140	108	152	91	296	280	175	219	182	296	280
	Low2box	COL %	63%	58%	72%	67%	60%	42%	64%	63%	55%	62%	72%	65%	62%
		SIG		E	A D E	E	E				A	A B			
		COUNT	1,270	148	464	287	295	75	619	651	309	447	513	666	604

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Table 17

5. Do you approve or disapprove of David Cameron's performance as Leader of the Opposition?

			Total	Region						Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)	
David Cameron	All Respondents	BASE	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981	
		UNWT	2,004	246	636	457	492	173	995	1,009	546	738	720	977	1,027	
	Strongly approve	COL %	11%	14%	11%	12%	10%	4%	10%	11%	9%	9%	14%	14%	8%	
		SIG		E	E	E							A B	B		
		COUNT	213	35	70	51	50	6	100	113	52	63	97	139	74	
	Moderately approve	COL %	34%	30%	37%	40%	28%	27%	36%	31%	32%	33%	36%	37%	31%	
		SIG			D	D E			B					B		
		COUNT	677	75	241	173	139	48	353	324	180	237	259	376	301	
	Moderately disapprove	COL %	22%	23%	22%	17%	24%	22%	21%	22%	21%	21%	22%	21%	22%	
		SIG														
		COUNT	432	58	143	75	117	39	209	224	120	152	161	216	216	
	Strongly disapprove	COL %	19%	19%	17%	14%	22%	31%	22%	17%	16%	21%	20%	17%	22%	
		SIG					C	A B C	B			A		A		
		COUNT	385	47	112	62	108	56	209	176	90	155	140	169	216	
	Not sure	COL %	15%	15%	12%	16%	16%	17%	10%	19%	22%	16%	8%	12%	18%	
		SIG								A	B C	C		A		
		COUNT	297	38	81	70	79	29	100	197	124	115	59	123	174	
	Top2box	COL %	44%	44%	48%	52%	38%	30%	47%	42%	41%	42%	50%	50%	38%	
		SIG			D E	D E			B				A B	B		
		COUNT	889	111	311	224	189	54	453	436	232	301	357	514	375	
	Low2box	COL %	41%	42%	39%	32%	46%	53%	43%	39%	37%	42%	42%	38%	44%	
		SIG					C	B C	B						A	
		COUNT	817	106	255	136	226	95	418	399	209	307	301	386	432	

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Table 18

6. Do you approve or disapprove of Nick Clegg's performance as leader of the Liberal Democrats?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
Nick Clegg	All Respondents	BASE	2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
		UNWT	2,004	246	636	457	492	173	995	1,009	546	738	720	977	1,027
	Strongly approve	COL %	5%	4%	6%	5%	6%	3%	6%	4%	6%	4%	6%	5%	6%
		SIG													
		COUNT	104	11	37	20	31	5	58	45	32	28	43	50	54
	Moderately approve	COL %	34%	33%	37%	32%	35%	26%	36%	31%	25%	33%	42%	37%	30%
		SIG							B			A	A B	B	
		COUNT	679	84	238	139	171	47	354	325	138	237	304	382	297
	Moderately disapprove	COL %	20%	24%	20%	19%	17%	24%	23%	18%	20%	19%	21%	21%	19%
		SIG							B						
		COUNT	403	62	132	80	86	43	222	181	115	140	148	216	187
	Strongly disapprove	COL %	11%	10%	9%	10%	12%	15%	13%	9%	10%	12%	10%	10%	12%
		SIG							B						
		COUNT	215	26	61	45	57	28	124	91	57	86	72	102	114
	Not sure	COL %	30%	28%	28%	34%	30%	32%	22%	38%	39%	32%	21%	27%	34%
		SIG								A	B C	C			A
		COUNT	602	72	179	146	149	56	212	390	222	231	149	274	329
	Top2box	COL %	39%	37%	42%	37%	41%	29%	42%	36%	30%	37%	48%	42%	36%
		SIG			E		E		B			A	A B	B	
		COUNT	783	95	274	160	203	51	413	370	171	265	347	431	352
	Low2box	COL %	31%	34%	30%	29%	29%	40%	36%	26%	30%	31%	31%	31%	31%
		SIG							B						
		COUNT	619	87	193	125	143	71	346	273	172	226	220	318	301

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Table 19

16/16a. Finally, which party did you vote for in the May 2005 UK General Election?

			Total	Region					Gender		Age			Social Grade	
			(A)	London (A)	Rest of South (B)	Midlands and Wales (C)	North (D)	Scotland (E)	Male (A)	Female (B)	18-34 (A)	35-54 (B)	55+ (C)	ABC1 (A)	C2DE (B)
All Respondents	BASE		2,004	254	647	430	494	178	971	1,033	565	723	717	1,023	981
	UNWT		2,004	246	636	457	492	173	995	1,009	546	738	720	977	1,027
Labour	COL %		26%	23%	21%	26%	34%	30%	28%	24%	19%	30%	27%	22%	30%
	SIG						A B					A	A		A
	COUNT		522	58	133	111	168	53	272	250	106	219	197	229	293
Conservative	COL %		25%	26%	31%	27%	21%	11%	25%	26%	17%	21%	37%	32%	18%
	SIG			E	D E	E	E						A B	B	
	COUNT		509	65	202	118	104	20	245	264	94	153	263	329	180
Liberal Democrats	COL %		16%	16%	20%	12%	16%	16%	17%	16%	14%	16%	19%	19%	14%
	SIG				C								A	B	
	COUNT		330	40	131	52	78	28	169	162	78	115	137	198	133
Scottish National Party (SNP)	COL %		1%	0%	0%	0%	0%	14%	1%	1%	0%	2%	1%	1%	1%
	SIG														
Plaid Cymru	COL %		25%	0%	0%	0%	0%	25%	12%	12%	3%	12%	10%	11%	14%
	SIG														
	COUNT		6	0	0	6	0	3	3	2	2	2	4	2	
Other (Net)	COL %		4%	5%	4%	5%	5%	4%	4%	5%	3%	5%	5%	3%	6%
	SIG														A
	COUNT		89	13	24	22	24	7	43	47	15	39	35	34	55
-United Kingdom Independence Party (UKIP)	COL %		2%	2%	1%	3%	3%	1%	2%	2%	1%	3%	3%	1%	3%
	SIG											A	A		A
-Green Party	COL %		41%	6%	9%	11%	12%	2%	24%	17%	4%	18%	19%	11%	30%
	SIG														
	COUNT		21	4	8	5	3	2	6	15	7	9	6	12	10
-British National Party (BNP)	COL %		1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
	SIG														
	COUNT		17	3	5	3	7	0	7	10	4	8	5	8	9
-Other party [Please Specify]	COL %		0%	1%	0%	1%	0%	1%	1%	0%	0%	1%	1%	0%	1%
	SIG														
	COUNT		10	1	3	2	1	2	6	3	1	4	5	3	6
Did not vote	COL %		26%	31%	24%	28%	24%	25%	23%	29%	47%	25%	10%	21%	31%
	SIG									A	B C	C			A
	COUNT		522	78	157	122	121	45	227	295	266	183	73	218	303

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