

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		2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
	UNWT		2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
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		646	0	646	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.

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Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

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	2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
		UNWT	2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
	18-34	COL %	28%	37%	26%	27%	28%	27%	29%	27%	100%	0%	0%	28%	28%
		SIG			B										
		COUNT	564	94	168	116	138	48	286	278	564	0	0	288	276
	35-54	COL %	36%	37%	36%	36%	36%	37%	37%	35%	0%	100%	0%	36%	36%
		SIG													
		COUNT	722	94	232	154	176	66	356	366	0	722	0	368	354
	55+	COL %	36%	26%	38%	37%	36%	36%	34%	38%	0%	0%	100%	36%	36%
		SIG			A	A	A								
		COUNT	716	66	246	160	180	64	328	388	0	0	716	366	350
	MEAN			46.0	42.2	46.9	46.4	46.1	47.5	45.5	46.5	26.7	45.1	62.3	46.2
SIG					A	A	A	A			A	A B			
STDDEV			15.1	15.2	15.3	15.1	14.9	14.7	15.6	14.7	5.1	5.7	5.5	15.3	15.0
MEDIAN			47.0	40.0	49.0	47.0	48.0	50.0	47.0	48.0	28.0	45.0	61.0	46.0	48.0

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

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

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	2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
		UNWT	2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
	Male	COL %	48%	50%	49%	48%	48%	47%	100%	0%	51%	49%	46%	48%	49%
		SIG													
		COUNT	970	126	314	208	238	84	970	0	286	356	328	494	476
	Female	COL %	52%	50%	51%	52%	52%	53%	0%	100%	49%	51%	54%	52%	51%
		SIG													
		COUNT	1,032	128	332	222	256	94	0	1,032	278	366	388	528	504

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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	2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
		UNWT	2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
	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	2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
		UNWT	2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
	ABC1	COL %	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	51%	100%	0%
		SIG													
		COUNT	1,022	130	330	220	252	90	494	528	288	368	366	1,022	0
	C2DE	COL %	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	49%	0%	100%
		SIG													
		COUNT	980	124	316	210	242	88	476	504	276	354	350	0	980

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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		2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
	UNWT		2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
Express/Mail	COL %		17%	13%	21%	17%	14%	11%	15%	18%	9%	17%	22%	19%	15%
	SIG				D E								A	A B	B
	COUNT		332	34	137	71	70	20	146	186	52	120	160	189	143
Sun/Star	COL %		21%	19%	23%	22%	20%	15%	23%	19%	28%	22%	14%	15%	28%
	SIG								B		C	C			A
	COUNT		419	47	152	93	101	26	224	195	158	162	99	150	270
Mirror/Record	COL %		14%	11%	9%	11%	21%	30%	15%	14%	12%	14%	16%	13%	16%
	SIG					A B C	A B C								A
	COUNT		287	28	56	48	102	53	143	144	67	103	117	128	159
Guardian/indy	COL %		4%	10%	4%	3%	4%	2%	5%	4%	7%	3%	3%	6%	3%
	SIG			B C D E							B C				B
	COUNT		88	26	25	13	20	4	50	39	40	24	25	60	29
FT/Times/tele	COL %		10%	11%	11%	10%	10%	6%	13%	8%	12%	8%	11%	16%	4%
	SIG								B						B
	COUNT		205	29	72	45	47	11	127	78	65	60	80	161	44
Other	COL %		13%	19%	9%	9%	14%	20%	11%	14%	13%	11%	13%	14%	11%
	SIG			B C				B C							B
	COUNT		252	47	59	40	71	35	108	144	76	81	96	146	107
None	COL %		21%	17%	22%	28%	17%	16%	18%	24%	19%	24%	19%	19%	23%
	SIG					A D E			A						A
	COUNT		418	43	145	119	82	28	171	246	106	173	139	189	229

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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)
All Respondents	BASE		2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
	UNWT		2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
Labour	COL %		17%	18%	12%	15%	20%	30%	18%	17%	17%	18%	17%	16%	18%
	SIG						B	A B C							
	COUNT		345	45	80	66	100	54	170	175	95	127	123	167	178
Conservative	COL %		29%	29%	35%	32%	27%	10%	32%	27%	23%	27%	37%	34%	24%
	SIG			E	E	E	E		B				A B	B	
	COUNT		588	73	225	137	135	18	308	281	129	197	263	348	240
Liberal Democrats	COL %		14%	16%	17%	12%	14%	5%	14%	14%	14%	12%	15%	16%	12%
	SIG			E	E	E	E							B	
	COUNT		281	41	107	52	70	9	133	147	80	90	111	159	122
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	23%	3%	1%	1%	3%	2%	2%	3%
	SIG								B						
	COUNT		41	0	0	0	0	41	29	12	6	21	14	17	25
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	1%	1%	1%	1%	1%	1%	1%
	SIG														
	COUNT		15	0	0	15	0	0	10	5	5	5	5	6	9
Other (Net)	COL %		11%	11%	10%	11%	14%	3%	12%	10%	8%	13%	11%	10%	12%
	SIG			E	E	E	E					A			
	COUNT		214	29	64	48	68	5	115	98	43	91	80	99	115
-United Kingdom Independence Party (UKIP)	COL %		5%	4%	5%	5%	7%	1%	6%	4%	2%	5%	7%	5%	5%
	SIG						E					A	A		
	COUNT		98	9	30	22	35	1	56	43	12	37	49	49	49
-Green Party	COL %		2%	3%	3%	2%	2%	1%	2%	2%	2%	3%	2%	2%	3%
	SIG														
	COUNT		49	7	18	9	12	2	23	26	14	22	12	22	26
-British National Party (BNP)	COL %		3%	4%	2%	3%	4%	0%	3%	2%	3%	4%	2%	2%	3%
	SIG														
	COUNT		58	11	13	14	19	1	32	26	16	26	15	24	34
-Other party [Please Specify]	COL %		0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%
	SIG														
	COUNT		9	1	3	2	2	1	4	5	1	5	3	4	5
Would not vote	COL %		10%	9%	11%	10%	10%	10%	10%	11%	16%	11%	5%	7%	13%
	SIG										B C	C		A	
	COUNT		203	23	70	41	51	18	93	110	89	77	37	72	131
Not Sure	COL %		16%	17%	15%	16%	14%	18%	12%	20%	21%	16%	11%	15%	16%
	SIG								A	C	C				
	COUNT		315	43	99	70	70	32	112	203	117	116	82	154	161

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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		518	66	169	112	121	50	205	313	206	193	119	226	292
	UNWT		498	61	157	123	118	39	201	297	210	153	135	208	290
Labour	COL %		5%	5%	4%	3%	7%	3%	6%	4%	3%	4%	7%	3%	5%
	SIG														
	COUNT		24	3	7	4	8	2	12	12	7	8	9	8	16
Conservative	COL %		8%	8%	6%	7%	10%	5%	9%	7%	11%	5%	7%	8%	7%
	SIG														
	COUNT		39	5	10	8	13	3	18	21	22	9	8	17	22
Liberal Democrats	COL %		5%	1%	5%	7%	6%	8%	5%	6%	3%	6%	9%	6%	5%
	SIG												A		
	COUNT		28	1	8	8	7	4	10	17	6	11	11	13	15
Scottish National Party (SNP)	COL %		1%	0%	0%	0%	0%	13%	1%	1%	1%	1%	1%	0%	2%
	SIG														
	COUNT		7	0	0	0	0	7	2	5	2	3	2	0	7
Other (Net)	COL %		3%	5%	4%	4%	3%	0%	1%	5%	3%	5%	3%	3%	4%
	SIG									A					
	COUNT		18	4	6	4	4	0	3	15	5	9	3	6	12
-United Kingdom Independence Party (UKIP)	COL %		1%	1%	1%	1%	1%	0%	0%	2%	1%	1%	2%	1%	1%
	SIG														
	COUNT		5	1	2	2	1	0	0	5	2	2	2	2	4
-Green Party	COL %		1%	4%	0%	0%	1%	0%	0%	1%	1%	1%	0%	2%	0%
	SIG													B	
	COUNT		5	3	1	0	2	0	1	4	3	2	1	5	1
-British National Party (BNP)	COL %		1%	0%	2%	3%	1%	0%	1%	2%	0%	3%	1%	0%	3%
	SIG														
	COUNT		7	0	4	3	1	0	2	6	1	6	1	0	7
Would not vote	COL %		33%	35%	38%	32%	33%	20%	38%	31%	41%	31%	25%	28%	37%
	SIG										C				A
	COUNT		173	23	63	36	40	10	77	96	84	59	30	64	109
Not Sure	COL %		44%	46%	44%	45%	41%	50%	41%	47%	39%	49%	47%	52%	39%
	SIG													B	
	COUNT		230	30	74	51	50	25	83	147	80	94	56	118	112

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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)
All Respondents	BASE		2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
	UNWT		2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
Labour	COL %		18%	19%	14%	16%	22%	31%	19%	18%	18%	19%	18%	17%	20%
	SIG						B	A B C							
	COUNT		368	48	87	69	108	56	182	187	102	135	132	175	194
Conservative	COL %		31%	31%	36%	34%	30%	11%	34%	29%	27%	28%	38%	36%	27%
	SIG			E	E	E	E		B				A B	B	
	COUNT		627	78	235	146	148	20	325	302	150	206	271	366	262
Liberal Democrats	COL %		15%	17%	18%	14%	16%	8%	15%	16%	15%	14%	17%	17%	14%
	SIG				E										
	COUNT		308	42	115	60	77	13	144	165	86	101	122	172	136
Scottish National Party (SNP)	COL %		2%	0%	0%	0%	0%	27%	3%	2%	1%	3%	2%	2%	3%
	SIG								B						A
	COUNT		48	0	0	0	0	48	31	17	8	23	16	17	31
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	1%	1%	1%	1%	1%	1%	1%
	SIG														
	COUNT		15	0	0	15	0	0	10	5	5	5	5	6	9
Other (Net)	COL %		12%	13%	11%	12%	14%	3%	12%	11%	9%	14%	12%	10%	13%
	SIG			E	E	E	E					A			
	COUNT		232	32	70	53	71	5	118	113	49	100	83	105	126
-United Kingdom Independence Party (UKIP)	COL %		5%	4%	5%	6%	7%	1%	6%	5%	2%	5%	7%	5%	5%
	SIG					E	E					A	A		
	COUNT		103	10	32	24	36	1	56	47	14	39	51	51	53
-Green Party	COL %		3%	4%	3%	2%	3%	1%	2%	3%	3%	3%	2%	3%	3%
	SIG														
	COUNT		54	10	19	9	13	2	24	30	17	24	13	27	27
-British National Party (BNP)	COL %		3%	4%	3%	4%	4%	0%	3%	3%	3%	4%	2%	2%	4%
	SIG														A
	COUNT		65	11	17	17	20	1	34	31	17	32	16	24	41
-Other party [Please Specify]	COL %		0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%
	SIG														
	COUNT		9	1	3	2	2	1	4	5	1	5	3	4	5
Would not vote	COL %		9%	9%	10%	8%	8%	6%	8%	9%	15%	8%	4%	6%	11%
	SIG										B C	C			A
	COUNT		173	23	63	36	40	10	77	96	84	59	30	64	109
Not Sure	COL %		12%	12%	12%	12%	10%	14%	9%	14%	14%	13%	8%	12%	11%
	SIG								A	C	C				
	COUNT		230	30	74	51	50	25	83	147	80	94	56	118	112

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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		1,548	190	500	333	391	134	786	762	372	555	621	828	720
	UNWT		1,568	172	518	352	393	133	803	765	416	457	695	837	731
Labour	COL %		23%	24%	17%	20%	26%	42%	22%	23%	25%	24%	21%	21%	26%
	SIG						B	A B C D							A
	COUNT		355	46	86	67	101	56	176	179	93	133	129	171	184
Conservative	COL %		40%	39%	46%	43%	37%	14%	40%	39%	38%	37%	43%	44%	35%
	SIG			E	D E	E	E								B
	COUNT		614	74	232	144	145	19	316	298	141	203	270	363	251
Liberal Democrats	COL %		19%	21%	23%	17%	19%	7%	18%	20%	22%	18%	19%	20%	18%
	SIG			E	E		E								
	COUNT		297	40	113	58	76	10	141	156	80	99	118	169	129
Scottish National Party (SNP)	COL %		3%	0%	0%	0%	0%	33%	4%	2%	2%	4%	3%	2%	4%
	SIG								B						
	COUNT		44	0	0	0	0	44	29	15	8	21	16	17	28
Plaid Cymru	COL %		1%	0%	0%	4%	0%	0%	1%	1%	1%	1%	1%	1%	1%
	SIG														
	COUNT		13	0	0	13	0	0	7	5	4	3	5	5	8
Other (Net)	COL %		14%	16%	14%	15%	18%	4%	15%	14%	12%	17%	13%	13%	17%
	SIG			E	E	E	E								A
	COUNT		224	30	69	51	69	5	115	109	46	95	83	104	121
-United Kingdom Independence Party (UKIP)	COL %		7%	5%	6%	7%	9%	1%	7%	6%	3%	7%	8%	6%	7%
	SIG						E						A		
	COUNT		102	9	32	24	36	1	55	47	13	39	51	51	52
-Green Party	COL %		3%	5%	4%	3%	3%	2%	3%	4%	4%	4%	2%	3%	4%
	SIG														
	COUNT		52	9	18	9	13	2	23	29	16	23	13	26	26
-British National Party (BNP)	COL %		4%	6%	3%	5%	5%	0%	4%	4%	4%	5%	3%	3%	5%
	SIG														A
	COUNT		61	11	15	16	18	1	33	28	16	29	16	23	38
-Other party [Please Specify]	COL %		1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	1%	0%	1%
	SIG														
	COUNT		9	1	3	2	2	1	4	5	1	5	3	4	5

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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	1,598	201	508	343	404	142	810	789	400	569	629	840	758
		UNWT	1,622	183	528	363	409	139	835	787	451	469	702	851	771
	I will definitely vote for this party	COL %	61%	63%	64%	57%	62%	62%	64%	59%	49%	62%	69%	61%	62%
		SIG							B			A	A B		
		COUNT	982	127	323	195	249	89	518	464	195	353	434	515	467
	I could change my mind before the election takes place	COL %	39%	37%	36%	43%	38%	38%	36%	41%	51%	38%	31%	39%	38%
		SIG							A	B C	C				
		COUNT	616	74	185	148	155	54	292	324	205	216	195	325	291

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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	1,598	201	508	343	404	142	810	789	400	569	629	840	758
		UNWT	1,622	183	528	363	409	139	835	787	451	469	702	851	771
	Absolutely certain to vote	COL %	68%	61%	69%	71%	67%	67%	68%	68%	49%	66%	81%	72%	63%
		SIG										A	A B	B	
		COUNT	1,085	123	349	245	273	96	551	535	197	376	512	605	480
	Very likely to vote	COL %	27%	31%	27%	24%	27%	24%	27%	26%	39%	30%	17%	25%	29%
		SIG									B C	C			
		COUNT	428	62	139	82	110	35	222	206	155	169	104	211	218
	Very likely not to vote	COL %	3%	3%	1%	2%	3%	5%	2%	3%	5%	2%	1%	1%	4%
		SIG									B C				A
		COUNT	41	6	7	7	13	7	17	23	20	12	8	11	30
	Absolutely certain not to vote	COL %	1%	2%	0%	1%	0%	1%	1%	0%	2%	0%	0%	0%	1%
		SIG									B				A
		COUNT	10	5	1	2	1	1	7	3	8	2	0	2	8
	Not sure	COL %	2%	2%	2%	2%	2%	3%	2%	3%	5%	2%	1%	1%	3%
		SIG									B C				A
		COUNT	34	4	11	7	8	4	13	21	20	10	5	12	22
	Likely (Net)	COL %	95%	92%	96%	95%	95%	92%	95%	94%	88%	96%	98%	97%	92%
		SIG										A	A	B	
		COUNT	1,514	185	489	326	383	130	772	741	352	545	616	816	698
	Not Likely (Net)	COL %	3%	5%	2%	3%	3%	6%	3%	3%	7%	2%	1%	1%	5%
		SIG		B					B		B C				A
		COUNT	50	11	8	9	13	8	24	26	28	14	8	12	38

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Table 14

PP3. You mentioned that you would be most likely to support [%Q2a%]. If that party was not standing in your constituency, which of the following parties would you be most likely to support?

			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)
Select BNP/Green/UKIP at q2a	BASE		205	27	61	46	66	4	111	94	42	86	77	95	109
	UNWT		217	29	67	52	64	5	116	101	47	78	92	98	119
Labour	COL %		7%	13%	5%	3%	9%	0%	8%	5%	9%	9%	3%	8%	6%
	SIG														
	COUNT		14	4	3	1	6	0	9	5	4	8	2	8	6
Conservative	COL %		15%	20%	14%	18%	11%	0%	17%	11%	13%	9%	22%	19%	10%
	SIG														
	COUNT		30	6	8	8	7	0	19	10	6	7	17	19	11
Liberal Democrats	COL %		16%	2%	13%	23%	20%	0%	18%	13%	8%	14%	21%	15%	16%
	SIG														
	COUNT		32	1	8	11	13	0	20	12	3	12	16	14	18
Scottish National Party (SNP)	COL %		1%	0%	0%	0%	0%	41%	0%	2%	3%	0%	0%	0%	2%
	SIG														
	COUNT		2	0	0	0	0	2	0	2	1	0	0	0	2
Plaid Cymru	COL %		1%	0%	0%	3%	0%	0%	0%	2%	0%	2%	0%	2%	0%
	SIG														
	COUNT		1	0	0	1	0	0	0	1	0	1	0	1	0
Other party	COL %		32%	39%	40%	29%	27%	17%	29%	36%	32%	37%	28%	36%	29%
	SIG														
	COUNT		67	11	24	13	18	1	33	34	13	32	21	35	32
Would not vote	COL %		9%	4%	6%	9%	12%	14%	4%	14%	13%	7%	9%	3%	14%
	SIG									A					A
	COUNT		18	1	4	4	8	1	5	13	5	6	7	3	15
Not sure	COL %		20%	22%	22%	15%	21%	29%	23%	17%	22%	22%	17%	16%	24%
	SIG														
	COUNT		41	6	14	7	14	1	25	16	9	19	13	16	26

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Table 15

PP4. You mentioned that you would be most likely to support [%Q3a%]. If that party was not standing in your constituency, which of the following parties would you be most likely to support?

			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)
Select BNP/Green/UKIP at q3a	BASE		18	4	6	4	4	0	3	15	5	9	3	6	12
	UNWT		20	4	6	5	5	0	4	16	6	9	5	7	13
Labour	COL %		18%	0%	0%	19%	64%	0%	17%	18%	25%	12%	23%	40%	6%
	SIG														
	COUNT		3	0	0	1	2	0	0	3	1	1	1	2	1
Conservative	COL %		9%	0%	0%	17%	25%	0%	0%	11%	17%	8%	0%	0%	14%
	SIG														
	COUNT		2	0	0	1	1	0	0	2	1	1	0	0	2
Liberal Democrats	COL %		8%	0%	22%	0%	0%	0%	0%	9%	0%	14%	0%	0%	12%
	SIG														
	COUNT		1	0	1	0	0	0	0	1	0	1	0	0	1
Other party	COL %		24%	18%	12%	63%	0%	0%	0%	28%	12%	30%	25%	0%	36%
	SIG														
	COUNT		4	1	1	3	0	0	0	4	1	3	1	0	4
Would not vote	COL %		11%	0%	25%	0%	11%	0%	66%	0%	0%	17%	14%	0%	17%
	SIG														
	COUNT		2	0	2	0	0	0	2	0	0	2	0	0	2
Not sure	COL %		30%	82%	41%	0%	0%	0%	17%	33%	46%	19%	38%	60%	14%
	SIG													B	
	COUNT		5	3	3	0	0	0	1	5	2	2	1	4	2

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e. Comparisons are not performed for some pairs where compared categories of a multiple response set contain identical sets of observations.

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	2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
		UNWT	2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
	Strongly approve	COL %	5%	2%	3%	6%	7%	12%	6%	5%	4%	6%	6%	5%	6%
		SIG					B	A B							
		COUNT	104	6	18	25	32	22	55	48	22	40	42	49	54
	Moderately approve	COL %	23%	31%	22%	20%	22%	30%	23%	24%	25%	21%	24%	25%	22%
		SIG		B C D											
		COUNT	467	80	141	84	108	53	224	243	141	153	172	255	212
	Moderately disapprove	COL %	24%	25%	23%	24%	23%	25%	23%	24%	26%	25%	20%	24%	23%
		SIG									C	C			
		COUNT	473	64	149	103	112	45	222	250	148	182	142	245	228
	Strongly disapprove	COL %	39%	33%	42%	45%	40%	21%	43%	36%	28%	40%	47%	40%	38%
		SIG			E	A E	E		B			A	A B		
		COUNT	782	83	271	194	196	38	414	367	157	288	336	406	375
	Not sure	COL %	9%	8%	10%	5%	9%	11%	6%	12%	17%	8%	3%	7%	11%
		SIG			C						A	B C	C		A
		COUNT	178	21	67	23	46	20	54	124	96	58	23	67	111
	Top2box	COL %	28%	34%	25%	25%	28%	42%	29%	28%	29%	27%	30%	30%	27%
		SIG		B				B C D							
		COUNT	570	86	159	109	140	75	280	291	163	193	214	304	266
	Low2box	COL %	63%	58%	65%	69%	62%	47%	66%	60%	54%	65%	67%	64%	62%
		SIG			E	A E	E		B			A	A		
		COUNT	1,254	146	420	297	308	83	637	618	305	470	479	651	603

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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	2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
		UNWT	2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
	Strongly approve	COL %	8%	12%	7%	11%	8%	3%	9%	7%	7%	8%	10%	9%	7%
		SIG		E		E									
		COUNT	164	29	45	46	39	5	90	74	39	57	69	95	69
	Moderately approve	COL %	35%	33%	39%	38%	33%	23%	37%	33%	35%	32%	39%	39%	31%
		SIG			E	E							B	B	
		COUNT	699	83	252	164	161	41	357	342	195	228	276	400	299
	Moderately disapprove	COL %	23%	20%	21%	23%	24%	30%	25%	21%	21%	24%	23%	24%	22%
		SIG													
		COUNT	457	51	136	99	119	53	239	218	120	172	166	246	211
	Strongly disapprove	COL %	19%	18%	17%	15%	21%	30%	19%	18%	13%	21%	21%	16%	22%
		SIG						A B C				A	A		A
		COUNT	375	47	109	64	102	54	187	188	73	155	148	160	216
	Not sure	COL %	15%	18%	16%	13%	15%	15%	10%	20%	24%	15%	8%	12%	19%
		SIG								A	B C	C			A
		COUNT	306	44	104	58	74	26	96	210	137	111	58	121	185
	Top2box	COL %	43%	44%	46%	49%	40%	26%	46%	40%	42%	39%	48%	48%	38%
		SIG		E	E	E	E		B				B	B	
		COUNT	863	112	297	210	199	46	448	416	234	284	345	495	368
	Low2box	COL %	42%	38%	38%	38%	45%	60%	44%	39%	34%	45%	44%	40%	44%
		SIG						A B C D	B			A	A		
		COUNT	833	98	245	163	221	106	426	406	193	326	313	406	427

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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	2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980
		UNWT	2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988
	Strongly approve	COL %	4%	9%	3%	4%	3%	2%	5%	3%	5%	4%	3%	5%	4%
		SIG		B D E					B						
		COUNT	83	22	22	19	16	3	51	32	30	30	24	47	36
	Moderately approve	COL %	34%	25%	36%	35%	37%	31%	37%	32%	27%	32%	43%	38%	30%
		SIG			A		A		B				A B	B	
		COUNT	686	64	234	151	181	56	361	325	152	229	305	393	293
	Moderately disapprove	COL %	19%	21%	18%	19%	16%	23%	23%	15%	18%	17%	21%	18%	20%
		SIG							B						
		COUNT	374	54	117	81	80	42	220	154	104	120	150	179	195
	Strongly disapprove	COL %	10%	13%	10%	8%	9%	17%	11%	9%	7%	14%	9%	11%	10%
		SIG						C D				A C			
		COUNT	207	32	67	35	43	30	111	96	41	100	66	109	98
	Not sure	COL %	33%	32%	32%	33%	35%	27%	23%	41%	42%	34%	24%	29%	37%
		SIG								A	B C	C			A
		COUNT	653	82	206	144	173	48	227	426	238	243	172	294	359
	Top2box	COL %	38%	34%	40%	40%	40%	33%	42%	35%	32%	36%	46%	43%	34%
		SIG							B				A B	B	
		COUNT	769	86	256	170	198	59	412	357	181	259	329	440	329
	Low2box	COL %	29%	34%	28%	27%	25%	40%	34%	24%	26%	30%	30%	28%	30%
		SIG						B C D	B						
		COUNT	580	86	184	116	123	71	331	249	145	220	215	288	293

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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		2,002	254	646	430	494	178	970	1,032	564	722	716	1,022	980	
	UNWT		2,002	232	653	457	495	165	986	1,016	619	585	798	1,014	988	
Labour	COL %		27%	23%	20%	29%	34%	33%	27%	27%	22%	30%	28%	25%	29%	
	SIG					B	A B	B				A	A		A	
	COUNT		538	58	130	124	167	58	261	277	123	214	201	254	283	
Conservative	COL %		25%	23%	29%	28%	22%	12%	27%	23%	12%	23%	37%	30%	19%	
	SIG			E	E	E	E					A	A B	B		
	COUNT		497	58	189	119	110	21	258	239	70	163	264	306	191	
Liberal Democrats	COL %		16%	16%	18%	14%	16%	16%	16%	17%	13%	17%	18%	20%	13%	
	SIG														B	
	COUNT		330	41	120	61	81	28	151	179	76	125	129	199	131	
Scottish National Party (SNP)	COL %		1%	0%	0%	0%	0%	15%	2%	1%	0%	2%	2%	1%	2%	
	SIG											A	A		A	
	COUNT		26	0	0	0	0	26	15	11	1	11	14	7	19	
Plaid Cymru	COL %		0%	0%	0%	2%	0%	0%	1%	0%	1%	1%	0%	0%	1%	
	SIG															
	COUNT		9	0	0	9	0	0	6	4	3	4	2	4	5	
Other (Net)	COL %		4%	5%	4%	5%	4%	3%	4%	5%	3%	5%	5%	4%	5%	
	SIG														A	
	COUNT		90	13	27	23	21	6	38	52	18	39	33	37	53	
-United Kingdom Independence Party (UKIP)	COL %		2%	2%	2%	3%	2%	1%	2%	2%	0%	2%	3%	2%	2%	
	SIG											A	A			
	COUNT		39	4	13	11	10	1	22	17	2	17	19	16	23	
-Green Party	COL %		2%	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	
	SIG											A				
	COUNT		31	6	8	6	6	4	5	25	8	15	7	13	18	
-British National Party (BNP)	COL %		1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	0%	1%	
	SIG															
	COUNT		12	2	1	5	5	0	6	6	5	4	3	5	7	
-Other party [Please Specify]	COL %		0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	
	SIG															
	COUNT		8	1	4	1	1	1	5	3	2	3	3	3	5	
Did not vote	COL %		26%	33%	28%	22%	23%	22%	25%	26%	48%	23%	10%	21%	30%	
	SIG			C D							B C	C			A	
	COUNT		512	84	181	93	114	39	242	270	273	165	74	215	297	

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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.

Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.