

Fieldwork: 10th - 12th November 2013

	Region					Voting intention				2010 Vote			Gender		Age				Social grade		
	Total	London	Rest of South	Midlands/Wales	North	Scotland	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	3783	487	1229	811	931	325	939	1200	246	312	1174	959	760	1834	1949	454	955	1297	1077	2152	1631
Unweighted Sample	3783	649	1108	769	922	335	933	1204	203	388	1185	997	777	1802	1981	264	945	1465	1109	2470	1313
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrats																					
0 - would never vote for this party	35	29	31	36	38	46	30	43	0	55	37	46	15	35	35	26	27	37	44	30	42
1	6	8	5	8	6	4	5	9	1	11	6	8	4	7	6	7	5	7	6	6	7
2	8	8	8	8	7	7	9	9	2	10	9	9	5	8	7	6	7	8	9	8	7
3	7	7	7	7	8	8	8	8	0	6	8	7	6	7	7	6	7	8	7	8	7
4	7	6	7	8	8	6	9	6	3	7	8	7	6	6	8	5	8	8	6	6	8
5	13	14	13	12	13	11	14	10	2	6	13	9	15	12	13	21	16	11	10	15	11
6	6	7	7	6	6	6	8	4	5	4	7	4	10	6	7	5	9	6	6	7	5
7	7	7	10	5	5	2	10	5	10	1	7	4	9	8	6	12	9	5	5	8	5
8	4	5	4	3	4	4	3	3	20	0	2	2	11	4	4	4	6	4	3	5	3
9	2	3	2	3	2	2	1	1	19	0	1	2	6	2	2	4	3	2	2	2	3
10 - would definitely consider voting for this party	4	6	5	3	3	5	3	2	36	0	2	2	13	4	4	4	5	4	4	5	3
UKIP																					
0 - would never vote for this party	43	46	37	44	40	62	31	59	63	0	26	54	57	40	46	51	46	40	40	46	39
1	5	6	5	5	5	7	5	6	8	0	4	6	6	6	5	7	6	6	2	6	5
2	4	3	5	5	4	3	7	5	5	0	5	6	4	4	5	2	4	6	5	5	4
3	5	6	5	4	5	4	8	3	4	0	6	3	4	4	5	4	5	5	4	5	4
4	5	4	6	4	6	5	7	5	2	1	6	4	5	6	5	7	6	5	5	4	6
5	10	10	9	12	11	8	13	7	5	4	12	7	10	10	11	13	10	9	11	9	12
6	6	6	6	5	6	4	9	4	7	3	9	5	4	6	6	3	6	7	6	5	6
7	7	6	9	7	6	1	10	4	4	11	10	4	4	9	5	6	7	7	7	7	6
8	5	5	6	4	5	2	4	3	1	14	6	3	2	6	4	5	3	5	5	4	6
9	3	2	3	3	3	1	2	2	0	14	5	2	1	3	3	1	2	3	4	3	3
10 - would definitely consider voting for this party	7	6	9	7	7	3	4	2	1	53	11	4	3	8	7	2	4	8	11	6	9

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Leaving aside whether you personally agree with their views, how well do you think the following political parties understand people living in your part of the country?

Labour

Understand very well	12	14	8	12	16	12	3	30	6	3	3	29	9	14	10	14	9	13	11	11	13
Understand fairly well	35	39	27	36	41	37	25	53	44	19	23	48	43	34	35	35	38	36	29	35	34
TOTAL UNDERSTAND WELL	47	53	35	48	57	49	28	83	50	22	26	77	52	48	45	49	47	49	40	46	47
Don't understand very well	27	24	32	25	22	29	39	11	33	32	37	15	28	27	26	21	27	26	29	28	25
Don't understand at all	18	16	22	18	14	15	27	2	9	42	31	4	13	19	17	10	13	18	25	17	18
TOTAL DON'T UNDERSTAND WELL	45	40	54	43	36	44	66	13	42	74	68	19	41	46	43	31	40	44	54	45	43
Don't know	9	7	12	8	8	7	7	4	9	5	7	4	7	6	12	20	12	6	6	9	10

Conservatives

Understand very well	6	7	8	4	5	2	16	3	2	1	12	2	3	7	4	6	4	6	5	7	4
Understand fairly well	23	29	31	20	16	10	52	10	26	15	41	12	19	25	21	19	24	23	23	25	20
TOTAL UNDERSTAND WELL	29	36	39	24	21	12	68	13	28	16	53	14	22	32	25	25	28	29	28	32	24
Don't understand very well	27	27	26	29	26	27	21	27	35	29	27	25	31	25	28	25	27	27	26	28	25
Don't understand at all	37	30	25	41	46	54	5	57	31	52	16	56	42	37	36	32	32	38	41	32	43
TOTAL DON'T UNDERSTAND WELL	64	57	51	70	72	81	26	84	66	81	43	81	73	62	64	57	59	65	67	60	68
Don't know	8	7	10	6	7	6	5	4	6	3	5	4	6	6	10	18	12	5	4	8	8

Liberal Democrats

Understand very well	3	4	3	3	2	2	3	2	13	2	3	2	6	4	2	4	3	4	2	3	2
Understand fairly well	25	31	26	21	23	21	34	20	65	7	26	18	39	25	24	28	27	25	20	28	20
TOTAL UNDERSTAND WELL	28	35	29	24	25	23	37	22	78	9	29	20	45	29	26	32	30	29	22	31	22
Don't understand very well	33	32	31	35	33	33	36	37	13	30	35	35	29	33	32	30	32	34	33	33	32
Don't understand at all	30	25	26	32	32	37	19	36	3	56	28	40	20	31	29	17	24	31	39	25	36
TOTAL DON'T UNDERSTAND WELL	63	57	57	67	65	70	55	73	16	86	63	75	49	64	61	47	56	65	72	58	68
Don't know	10	8	13	9	9	7	8	5	5	5	8	5	7	7	13	21	14	7	6	10	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
UKIP																					
Understand very well	6	8	6	6	6	2	6	3	1	28	10	3	2	8	4	3	4	7	7	6	6
Understand fairly well	25	23	30	24	24	13	34	18	15	51	35	22	19	28	23	16	22	28	28	24	27
TOTAL UNDERSTAND WELL	31	31	36	30	30	15	40	21	16	79	45	25	21	36	27	19	26	35	35	30	33
Don't understand very well	24	28	23	25	24	22	28	27	29	9	24	24	26	23	25	31	24	23	23	25	23
Don't understand at all	28	27	22	29	27	50	19	38	39	3	17	36	36	29	27	28	30	28	25	29	27
TOTAL DON'T UNDERSTAND WELL	52	55	45	54	51	72	47	65	68	12	41	60	62	52	52	59	54	51	48	54	50
Don't know	17	15	18	16	19	13	13	13	16	9	13	15	16	12	21	22	19	14	17	16	18
How well represented do you think people from your part of the country are amongst the leadership of the following political parties?																					
Labour																					
Very well represented	9	12	4	8	14	12	7	17	9	6	5	18	7	10	8	8	11	10	7	9	9
Fairly well represented	31	35	23	34	35	38	27	46	36	23	27	42	34	31	31	33	29	31	33	31	32
TOTAL REPRESENTED	40	47	27	42	49	50	34	63	45	29	32	60	41	41	39	41	40	41	40	40	41
Not very well represented	27	28	32	25	23	24	33	21	29	31	33	21	29	29	26	24	25	27	31	29	24
Not represented at all	15	9	20	16	11	15	20	6	13	27	22	7	16	18	13	8	13	17	17	15	15
TOTAL NOT REPRESENTED	42	37	52	41	34	39	53	27	42	58	55	28	45	47	39	32	38	44	48	44	39
Don't know	17	16	21	17	16	11	14	10	12	13	14	12	14	12	22	28	23	15	11	16	19
Conservatives																					
Very well represented	9	17	15	5	5	1	18	8	10	7	14	7	9	11	8	10	7	9	12	11	7
Fairly well represented	24	26	34	22	15	9	40	17	26	24	36	19	22	23	24	15	20	24	30	25	22
TOTAL REPRESENTED	33	43	49	27	20	10	58	25	36	31	50	26	31	34	32	25	27	33	42	36	29
Not very well represented	26	25	20	30	32	27	23	26	30	33	26	25	29	27	26	23	25	27	27	28	24
Not represented at all	25	17	13	27	32	52	10	37	21	24	14	36	26	28	21	24	25	27	23	22	28
TOTAL NOT REPRESENTED	51	42	33	57	64	79	33	63	51	57	40	61	55	55	47	47	50	54	50	50	52
Don't know	16	15	19	16	16	11	9	12	12	11	10	14	13	11	21	27	23	14	9	15	19
Liberal Democrats																					
Very well represented	4	8	5	2	2	4	5	4	14	2	3	4	7	5	3	3	4	5	3	4	4
Fairly well represented	22	27	29	16	19	16	29	21	40	17	27	18	33	23	22	21	22	22	24	26	18
TOTAL REPRESENTED	26	35	34	18	21	20	34	25	54	19	30	22	40	28	25	24	26	27	27	30	22
Not very well represented	33	33	29	36	34	32	36	33	27	38	35	33	29	33	32	32	28	33	36	33	32
Not represented at all	22	15	16	26	27	36	16	29	8	28	20	30	17	26	18	16	21	24	24	20	25
TOTAL NOT REPRESENTED	55	48	45	62	61	68	52	62	35	66	55	63	46	59	50	48	49	57	60	53	57
Don't know	19	17	21	20	18	13	15	13	11	15	14	16	14	13	24	29	25	16	13	17	21

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
UKIP																					
Very well represented	3	4	2	3	2	0	3	3	1	8	4	2	1	3	2	2	3	3	3	3	2
Fairly well represented	15	19	18	11	15	4	19	14	11	26	18	13	13	17	12	17	16	16	12	14	15
TOTAL REPRESENTED	18	23	20	14	17	4	22	17	12	34	22	15	14	20	14	19	19	19	15	17	17
Not very well represented	27	29	27	27	21	33	26	27	26	31	25	26	28	26	24	24	28	29	28	25	25
Not represented at all	29	22	22	33	29	60	23	37	34	19	24	35	35	32	27	26	26	30	32	30	29
TOTAL NOT REPRESENTED	56	51	49	60	56	81	56	63	61	45	55	60	61	60	53	50	50	58	61	58	54
Don't know	27	26	30	26	27	14	22	21	27	21	22	24	25	20	33	31	31	24	24	25	29
How strong or weak do you think each of the following political parties are in your part of the country?																					
Labour																					
This party is very strong in my area, and wins many seats	23	24	5	26	40	39	17	38	27	21	17	36	22	28	19	25	24	26	19	23	24
This party is fairly strong in my area, and wins some seats	30	34	23	36	31	33	32	34	26	26	32	36	29	30	30	25	28	31	33	29	31
This party is fairly weak in my area, and has a chance of winning some seats	18	19	29	12	9	10	22	14	20	22	21	14	21	18	17	12	15	18	22	19	15
This party is very weak in my area, and doesn't really stand much chance at all	13	10	25	8	7	7	20	6	18	22	20	6	18	14	13	8	9	14	18	14	12
Don't know	16	13	18	17	14	11	8	9	9	9	11	8	11	10	20	30	23	12	7	14	18
Conservatives																					
This party is very strong in my area, and wins many seats	19	23	33	14	8	1	29	17	22	23	25	15	23	21	17	16	16	19	22	21	15
This party is fairly strong in my area, and wins some seats	31	35	40	32	23	7	40	28	29	34	40	28	31	31	31	21	26	32	37	32	29
This party is fairly weak in my area, and has a chance of winning some seats	18	18	7	25	28	14	17	20	25	17	18	20	19	19	17	15	18	19	19	18	18
This party is very weak in my area, and doesn't really stand much chance at all	17	10	3	13	25	66	8	24	15	15	8	26	16	18	15	16	16	19	15	15	19
Don't know	16	14	17	17	16	12	7	11	9	10	9	11	11	11	20	32	24	12	7	14	18
Liberal Democrats																					
This party is very strong in my area, and wins many seats	4	5	6	2	2	2	5	3	9	3	5	2	6	3	4	2	3	5	3	4	4
This party is fairly strong in my area, and wins some seats	22	21	32	14	16	18	28	18	37	16	24	17	34	23	21	18	21	23	23	23	20
This party is fairly weak in my area, and has a chance of winning some seats	34	38	30	35	40	30	37	39	34	35	38	39	31	39	30	32	31	35	38	36	32
This party is very weak in my area, and doesn't really stand much chance at all	21	18	12	29	23	37	18	26	11	34	21	27	16	23	20	15	18	22	25	20	23
Don't know	19	18	20	20	19	13	11	15	10	12	13	15	13	13	25	33	27	15	11	17	22

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
UKIP																					
This party is very strong in my area, and wins many seats	1	1	1	1	1	0	1	1	1	3	2	0	1	1	1	2	1	1	1	1	1
This party is fairly strong in my area, and wins some seats	11	11	14	9	10	2	11	11	4	23	15	10	9	12	9	8	11	11	10	10	11
This party is fairly weak in my area, and has a chance of winning some seats	27	28	32	26	28	11	35	26	27	35	31	26	28	31	24	27	25	27	30	28	27
This party is very weak in my area, and doesn't really stand much chance at all	32	32	23	33	30	69	32	37	44	15	28	38	36	35	30	28	30	35	32	34	29
Don't know	29	28	30	30	31	16	21	25	25	24	24	25	26	21	36	36	33	25	27	26	32
Thinking about friends, family and other people you know, how many people do you know who you think might support or vote for the following political parties?																					
Labour																					
I know many people who support and/or vote for this party	31	35	18	31	42	42	18	59	27	17	15	57	32	32	30	36	31	33	26	29	33
I know several people who support and/or vote for this party	34	37	32	38	33	34	38	33	46	28	37	31	38	35	34	34	34	36	33	36	33
I know only one or two people who support and/or vote for this party	18	15	28	15	12	13	28	5	16	31	29	6	17	17	19	10	17	17	24	20	16
I don't know anyone at all who supports or votes for this party	17	13	22	16	13	11	15	4	12	23	18	6	13	15	18	20	18	14	17	15	18
Conservatives																					
I know many people who support and/or vote for this party	17	20	26	14	10	7	39	10	11	16	32	9	14	19	16	16	16	15	22	21	12
I know several people who support and/or vote for this party	35	36	38	39	33	18	45	30	48	38	45	31	37	36	35	29	34	36	37	37	32
I know only one or two people who support and/or vote for this party	26	24	19	24	32	38	10	37	28	23	14	34	29	25	26	26	26	27	24	24	27
I don't know anyone at all who supports or votes for this party	22	19	17	22	25	37	6	23	13	22	9	26	20	21	23	29	25	22	17	18	28

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Liberal Democrats																					
I know many people who support and/or vote for this party	5	7	7	4	4	5	6	5	22	2	4	3	12	6	5	7	7	4	5	6	5
I know several people who support and/or vote for this party	24	26	31	18	19	21	29	21	46	13	25	19	38	25	23	25	27	22	23	26	21
I know only one or two people who support and/or vote for this party	33	33	29	33	38	31	37	37	22	35	35	37	28	34	31	29	31	36	32	34	31
I don't know anyone at all who supports or votes for this party	38	34	33	45	39	43	29	38	10	50	35	41	22	35	41	40	35	38	40	33	44
UKIP																					
I know many people who support and/or vote for this party	6	4	7	7	6	1	5	3	2	32	10	4	4	7	5	1	5	6	8	6	7
I know several people who support and/or vote for this party	16	15	21	14	16	7	19	13	9	41	22	14	12	20	13	17	13	18	17	15	19
I know only one or two people who support and/or vote for this party	24	25	24	25	25	17	29	25	32	14	26	24	27	27	21	25	23	23	25	24	24
I don't know anyone at all who supports or votes for this party	54	55	47	54	53	75	47	59	57	12	42	59	57	46	60	56	59	52	50	55	51
Do you support or oppose the following policies?																					
Building a new high speed rail link between London and Birmingham, and then on to Manchester and Leeds, expected to cost around £50 billion.																					
Strongly support	8	10	9	8	6	7	12	6	14	2	8	6	9	12	4	14	10	6	7	10	5
Tend to support	26	28	26	25	25	22	35	24	33	14	30	24	25	28	23	23	30	27	21	28	22
TOTAL SUPPORT	34	38	35	33	31	29	47	30	47	16	38	30	34	40	27	37	40	33	28	38	27
Tend to oppose	26	24	29	25	25	27	26	31	22	26	27	31	26	23	29	24	27	26	27	26	27
Strongly oppose	30	24	29	31	33	34	22	28	24	55	29	29	32	29	31	23	20	32	39	27	33
TOTAL OPOSE	56	48	58	56	58	61	48	59	46	81	56	60	58	52	60	47	47	58	66	53	60
Don't know	10	15	8	11	10	10	5	10	7	3	6	10	9	7	13	16	12	10	6	8	13

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	Region					Voting intention				2010 Vote			Gender		Age				Social grade		
	Total	London	Rest of South	Midlands/Wales	North	Scotland	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	3783	487	1229	811	931	325	939	1200	246	312	1174	959	760	1834	1949	454	955	1297	1077	2152	1631
Unweighted Sample	3783	649	1108	769	922	335	933	1204	203	388	1185	997	777	1802	1981	264	945	1465	1109	2470	1313
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Allowing same-sex couples to marry																					
Strongly support	33	42	31	29	34	36	23	40	58	16	20	36	49	28	39	54	46	32	15	38	27
Tend to support	26	22	25	29	28	25	29	28	21	21	30	29	24	26	27	18	25	32	24	24	30
TOTAL SUPPORT	59	64	56	58	62	61	52	68	79	37	50	65	73	54	66	72	71	64	39	62	57
Tend to oppose	14	11	15	14	13	13	20	11	8	20	18	12	10	14	13	6	9	13	22	14	13
Strongly oppose	18	17	18	20	17	18	22	14	9	34	25	14	13	23	13	7	11	15	31	16	20
TOTAL OPPOSE	32	28	33	34	30	31	42	25	17	54	43	26	23	37	26	13	20	28	53	30	33
Don't know	9	7	11	8	8	8	6	7	4	8	7	9	4	9	8	14	8	8	8	8	10
Capping the amount of benefits that any single household can receive at £26000 a year																					
Strongly support	52	43	59	52	51	45	76	32	40	76	72	38	46	54	51	41	47	54	59	55	49
Tend to support	28	31	26	31	28	28	18	38	39	17	20	35	34	26	30	27	27	29	29	29	27
TOTAL SUPPORT	80	74	85	83	79	73	94	70	79	93	92	73	80	80	81	68	74	83	88	84	76
Tend to oppose	9	11	7	7	10	12	2	17	13	2	3	15	11	10	8	14	10	8	6	8	9
Strongly oppose	4	6	3	4	4	6	1	6	4	2	2	5	3	5	3	4	5	4	3	3	5
TOTAL OPPOSE	13	17	10	11	14	18	3	23	17	4	5	20	14	15	11	18	15	12	9	11	14
Don't know	7	10	6	6	8	9	3	7	4	3	4	8	6	6	9	14	11	5	4	5	10
Cutting the annual net immigration into Britain from hundreds of thousands to tens of thousands																					
Strongly support	58	45	60	60	64	43	72	44	31	94	75	49	44	56	59	39	44	63	70	52	65
Tend to support	23	28	23	22	19	32	22	29	28	5	18	28	24	24	22	26	26	22	20	25	21
TOTAL SUPPORT	81	73	83	82	83	75	94	73	59	99	93	77	68	80	81	65	70	85	90	77	86
Tend to oppose	9	13	9	8	8	12	3	15	24	1	3	12	17	10	9	15	13	8	5	12	6
Strongly oppose	4	5	3	3	4	8	1	6	12	0	1	4	6	5	3	8	5	3	2	5	2
TOTAL OPPOSE	13	18	12	11	12	20	4	21	36	1	4	16	23	15	12	23	18	11	7	17	8
Don't know	6	9	5	8	5	5	2	6	5	0	3	7	8	5	7	12	11	4	2	6	7

Fieldwork: 10th - 12th November 2013

	Region					Voting intention				2010 Vote			Gender		Age				Social grade		
	Total	London	Rest of South	Midlands/Wales	North	Scotland	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE
Weighted Sample	3783	487	1229	811	931	325	939	1200	246	312	1174	959	760	1834	1949	454	955	1297	1077	2152	1631
Unweighted Sample	3783	649	1108	769	922	335	933	1204	203	388	1185	997	777	1802	1981	264	945	1465	1109	2470	1313
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Freezing gas and electricity prices for 20 months																					
Strongly support	55	50	52	57	61	56	37	73	31	58	43	71	48	49	61	52	50	61	56	50	63
Tend to support	23	25	22	22	21	26	27	20	30	16	23	19	29	22	23	26	26	21	20	25	19
TOTAL SUPPORT	78	75	74	79	82	82	64	93	61	74	66	90	77	71	84	78	76	82	76	75	82
Tend to oppose	10	10	12	9	8	7	20	4	15	12	17	4	9	13	6	8	9	8	12	12	7
Strongly oppose	5	7	6	3	3	4	9	1	13	6	9	1	6	7	2	3	6	4	6	6	3
TOTAL OPPOSE	15	17	18	12	11	11	29	5	28	18	26	5	15	20	8	11	15	12	18	18	10
Don't know	8	8	8	8	7	8	8	2	12	8	9	5	8	8	8	11	10	6	6	7	8
Giving mortgage guarantees to banks to encourage them to offer more 95% mortgages to homebuyers																					
Strongly support	22	18	22	21	25	20	22	24	10	25	22	24	17	20	25	24	22	23	19	21	24
Tend to support	39	34	40	38	38	44	45	36	46	35	43	36	42	39	38	32	36	38	46	40	37
TOTAL SUPPORT	61	52	62	59	63	64	67	60	56	60	65	60	59	59	63	56	58	61	65	61	61
Tend to oppose	17	19	18	17	14	13	18	18	19	18	17	17	20	19	15	14	17	18	17	18	15
Strongly oppose	7	12	7	7	7	6	6	8	12	11	7	8	9	10	5	4	8	8	7	9	6
TOTAL OPPOSE	24	31	25	24	21	19	24	26	31	29	24	25	29	29	20	18	25	26	24	27	21
Don't know	15	17	12	16	15	17	8	14	13	10	11	15	13	12	17	27	17	13	11	12	18
Increasing the amount people can earn before paying income tax to £10,000																					
Strongly support	69	59	72	71	72	64	69	69	65	80	72	69	69	69	70	66	61	71	76	68	71
Tend to support	23	29	22	21	22	28	26	24	28	16	23	22	25	24	23	21	27	24	21	25	21
TOTAL SUPPORT	92	88	94	92	94	92	95	93	93	96	95	91	94	93	93	87	88	95	97	93	92
Tend to oppose	3	4	3	2	3	3	3	4	3	2	3	3	2	3	2	4	4	2	2	3	2
Strongly oppose	0	1	0	1	0	1	0	1	1	0	0	0	0	0	0	0	1	0	0	0	0
TOTAL OPPOSE	3	5	3	3	3	4	3	5	4	2	3	3	2	3	2	4	5	2	2	3	2
Don't know	4	7	3	5	4	4	2	3	3	2	2	5	3	4	5	9	7	3	1	4	5