

Fieldwork: 30th April - 1st May 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					Certainty to vote in European Elections	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	10/10	
Weighted Sample	1844	485	526	150	223	522	458	377	894	950	219	467	631	527	1051	793	236	599	395	454	160	875	
Unweighted Sample	1844	428	533	122	255	541	485	370	937	907	84	364	766	630	1198	646	223	593	366	431	231	986	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And do you personally feel better or worse off than you did one year ago, or about the same?

Better than a year ago	14	29	6	15	9	21	7	15	17	11	25	21	11	8	17	10	16	16	17	9	12
Worse than a year ago	38	16	50	30	57	25	53	42	35	40	14	31	48	40	35	41	37	33	39	42	42
About the same	44	54	42	53	33	52	37	41	45	44	46	41	40	52	45	44	41	47	42	45	41
Don't know	4	1	2	3	0	1	2	2	3	4	15	6	1	0	3	5	6	4	2	4	5

Thinking about the main party leaders...

Who do you think is best suited to the job of Prime Minister?

David Cameron	34	93	7	20	19	71	9	18	38	29	43	31	30	36	38	28	39	37	39	25	26
Ed Miliband	15	0	45	8	5	2	36	16	17	14	13	14	16	15	14	16	12	12	16	20	17
Nick Clegg	3	1	1	27	1	1	2	9	3	3	2	4	3	2	4	2	2	2	3	3	5
Nigel Farage	5	0	1	3	36	5	3	6	7	4	3	5	6	6	5	6	3	7	5	6	2
None of them	31	5	36	30	33	17	40	39	29	34	22	29	33	35	29	34	30	30	26	35	42
Don't know	11	1	9	12	6	5	10	13	6	16	17	16	11	5	9	14	13	12	11	11	9

Is most in touch with ordinary people?

David Cameron	8	27	1	4	2	22	1	4	9	8	4	12	7	9	9	8	11	9	10	6	7
Ed Miliband	21	2	59	9	3	2	47	23	23	19	16	21	23	21	21	22	21	17	20	24	26
Nick Clegg	8	10	2	38	4	6	2	16	9	7	14	8	8	5	8	7	9	8	6	6	6
Nigel Farage	21	22	9	17	70	31	15	17	27	16	14	15	21	29	22	20	20	25	20	19	14
None of them	31	34	20	23	19	32	27	30	28	35	33	27	34	30	32	30	30	28	29	35	39
Don't know	11	5	10	9	2	8	8	9	5	16	19	17	7	6	9	13	10	11	12	10	7

Is the strongest leader?

David Cameron	33	77	12	35	15	58	14	25	38	28	43	33	30	30	36	28	37	34	37	26	28
Ed Miliband	11	0	33	5	2	1	28	10	12	10	10	10	13	10	11	11	10	8	12	14	14
Nick Clegg	3	1	3	18	1	1	2	7	3	3	3	5	3	2	3	3	4	3	3	3	1
Nigel Farage	12	8	8	11	41	13	10	14	17	8	9	12	13	13	12	12	12	16	10	12	8
None of them	26	9	30	18	29	18	33	29	21	31	16	23	28	31	25	28	24	24	22	31	34
Don't know	15	5	14	13	12	10	14	15	9	20	19	18	12	13	12	18	13	15	17	14	14

Is the most honest?

David Cameron	13	44	1	5	4	35	2	4	15	12	15	12	12	15	15	11	14	13	18	8	14
Ed Miliband	18	1	53	7	3	2	43	18	21	14	14	20	19	15	18	17	22	14	14	21	20
Nick Clegg	6	5	3	34	3	3	3	18	6	6	2	9	7	4	7	5	9	7	5	4	7
Nigel Farage	11	11	4	4	43	16	5	8	15	8	8	11	11	13	11	11	13	11	10	12	6
None of them	37	31	28	38	38	33	36	36	35	40	39	31	39	39	35	40	28	37	37	41	41
Don't know	15	8	11	12	8	11	10	16	8	20	21	18	11	13	13	17	13	16	16	13	12

Fieldwork: 30th April - 1st May 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					Certainty to vote in European Elections
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	10/10
Weighted Sample	1844	485	526	150	223	522	458	377	894	950	219	467	631	527	1051	793	236	599	395	454	160	875
Unweighted Sample	1844	428	533	122	255	541	485	370	937	907	84	364	766	630	1198	646	223	593	366	431	231	986
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Would be the best in a crisis?																						
David Cameron	32	82	8	32	16	63	11	20	38	26	41	29	28	34	35	27	34	34	37	24	28	
Ed Miliband	13	1	41	2	3	1	35	11	15	12	15	12	15	12	13	13	11	12	14	15	18	
Nick Clegg	3	1	3	18	2	1	3	7	3	3	2	4	3	2	3	3	5	2	2	3	4	
Nigel Farage	4	2	2	1	22	4	2	3	5	3	5	3	4	5	4	4	2	5	3	5	2	
None of them	26	8	24	26	35	17	28	34	23	29	13	27	30	27	25	27	24	24	23	31	33	
Don't know	22	6	23	21	22	13	21	25	15	27	24	25	20	19	19	25	23	23	20	22	16	
Is the most likeable?																						
David Cameron	18	51	3	7	12	42	6	9	19	18	21	16	17	21	20	16	17	21	24	13	13	
Ed Miliband	16	1	44	7	3	2	35	18	17	14	13	17	16	15	14	18	14	13	15	19	19	
Nick Clegg	10	10	7	50	3	7	6	24	12	9	17	12	11	7	12	8	12	12	10	7	11	
Nigel Farage	14	16	7	8	48	21	10	12	21	7	5	13	15	17	14	14	16	15	12	14	10	
None of them	28	17	27	18	26	21	32	26	24	33	24	25	32	30	28	28	26	25	26	34	37	
Don't know	13	6	12	11	8	9	11	11	7	19	21	18	9	11	11	16	14	14	13	13	10	
Has the best ideas on how Britain should be run?																						
David Cameron	23	73	3	5	8	52	3	11	25	21	28	19	21	26	25	20	25	26	29	14	19	
Ed Miliband	19	0	59	4	2	2	46	19	22	16	18	18	20	18	19	18	20	16	18	22	20	
Nick Clegg	6	2	1	45	2	1	4	15	7	4	10	6	5	3	7	4	6	5	4	5	8	
Nigel Farage	11	7	2	6	58	15	5	11	14	8	5	10	10	16	10	13	9	12	12	13	6	
None of them	25	12	20	26	21	19	27	28	22	29	19	26	29	23	25	26	22	24	19	31	36	
Don't know	16	6	14	14	10	11	15	17	10	22	21	20	15	13	14	19	17	17	18	15	11	
Would best represent Britain abroad?																						
David Cameron	28	75	6	18	16	60	9	18	30	26	26	23	27	33	32	22	28	34	29	19	23	
Ed Miliband	16	1	47	3	5	1	39	13	18	14	16	16	16	14	16	16	13	14	15	19	18	
Nick Clegg	7	6	4	42	1	2	4	19	9	5	12	9	6	4	8	6	10	5	9	6	9	
Nigel Farage	10	7	5	5	46	13	7	9	14	7	3	9	11	13	9	11	11	11	10	11	5	
None of them	22	6	20	20	19	13	24	25	19	25	22	22	25	20	21	24	20	19	19	27	32	
Don't know	17	5	18	12	13	11	18	16	10	24	21	21	15	15	14	22	18	17	19	19	13	
Regardless of which leader you have the best opinion of, which party leader do you think would benefit the most from taking part in a televised debate between the leaders during next general election campaign?																						
David Cameron	15	34	6	5	13	26	7	9	13	16	16	13	14	16	15	14	13	17	17	12	13	
Ed Miliband	15	4	33	17	4	6	28	17	14	16	13	14	17	14	16	14	10	12	16	17	23	
Nick Clegg	6	5	7	20	2	4	4	11	6	6	3	9	6	5	6	5	6	6	7	5	5	
Nigel Farage	34	38	25	42	64	39	31	36	46	22	31	32	35	35	35	33	37	34	31	35	33	
Don't know	31	19	29	17	17	24	31	28	20	41	37	31	28	30	28	34	34	32	28	31	26	

Fieldwork: 30th April - 1st May 2014

Total	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					Certainty to vote in European Elections
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	10/10
1844	485	526	150	223	522	458	377	894	950	219	467	631	527	1051	793	236	599	395	454	160	875
Unweighted Sample	428	533	122	255	541	485	370	937	907	84	364	766	630	1198	646	223	593	366	431	231	986
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking specifically about UKIP, which of the following best reflects your view?

They are a party with racist views, with many racist members and supporters	27	20	45	33	0	15	40	36	24	30	34	29	27	24	31	22	34	28	21	27	30
They are not a racist party, but do seem to attract some candidates or supporters with racist, extreme or odd views	35	49	28	53	22	42	28	39	39	32	38	34	39	30	37	33	35	38	37	30	36
They are not racist at all, and their more controversial candidates or supporters are often just saying the things ordinary people actually think	26	27	18	10	73	35	21	19	28	23	13	23	25	35	22	31	20	24	28	30	25
None of these	3	1	2	3	4	2	2	2	4	2	2	3	2	3	2	3	2	3	3	4	1
Don't know	9	3	8	2	1	5	10	5	5	12	13	11	7	7	7	11	9	6	12	9	8

Would you be more or less likely to vote Conservative if the party was led by...

Boris Johnson																						
More likely to vote Conservative	23	36	10	30	26	30	13	21	27	19	33	26	20	18	25	20	26	25	27	17	15	
Less likely to vote Conservative	12	12	9	19	15	13	9	18	12	11	8	13	11	13	13	10	7	14	9	11	14	
No difference - I would vote Conservative anyway	15	47	2	6	5	38	4	5	15	15	13	12	14	19	16	13	14	19	17	10	9	
No difference - I wouldn't vote Conservative anyway	39	1	72	37	43	8	64	46	39	38	30	32	44	42	35	43	34	31	33	50	55	
Don't know	12	4	7	8	10	10	9	10	7	17	17	16	11	8	11	14	18	11	13	12	7	
Michael Gove																						
More likely to vote Conservative	2	5	1	2	3	4	0	3	3	2	2	2	2	3	2	2	3	3	1	2	2	
Less likely to vote Conservative	26	39	16	40	28	34	19	29	31	21	27	31	25	22	28	23	28	29	29	20	21	
No difference - I would vote Conservative anyway	16	46	3	11	7	40	4	5	17	15	16	13	13	21	19	12	15	18	19	13	9	
No difference - I wouldn't vote Conservative anyway	40	2	73	35	47	9	67	49	41	40	29	35	45	42	37	44	36	31	36	51	56	
Don't know	16	8	7	12	14	13	10	15	9	23	26	19	14	11	14	18	19	18	15	14	11	
George Osborne																						
More likely to vote Conservative	3	6	1	2	4	7	1	1	4	3	2	2	3	4	3	3	3	4	2	2	4	
Less likely to vote Conservative	22	26	14	39	30	25	19	29	26	19	21	27	22	19	25	19	22	24	23	20	20	
No difference - I would vote Conservative anyway	19	58	5	8	6	47	4	5	21	17	21	16	17	24	21	15	21	22	22	14	10	
No difference - I wouldn't vote Conservative anyway	41	2	73	39	47	9	67	51	41	40	29	36	46	44	38	44	36	32	37	52	56	
Don't know	15	7	7	12	13	12	9	14	9	21	28	19	12	10	13	18	18	18	15	12	10	
Theresa May																						
More likely to vote Conservative	8	13	4	8	9	14	4	7	8	8	8	6	8	10	10	5	9	9	9	6	7	
Less likely to vote Conservative	19	28	10	29	27	24	15	22	24	15	21	21	19	17	21	17	21	21	20	16	16	
No difference - I would vote Conservative anyway	16	49	3	9	5	41	4	4	17	15	17	12	14	22	18	14	15	19	18	13	10	
No difference - I wouldn't vote Conservative anyway	40	2	74	35	47	9	67	49	41	39	28	37	46	42	37	44	37	30	38	52	56	
Don't know	16	8	8	19	12	12	10	17	10	23	26	24	13	10	14	20	19	21	15	13	11	

Fieldwork: 30th April - 1st May 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					Certainty to vote in European Elections
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	10/10
Weighted Sample	1844	485	526	150	223	522	458	377	894	950	219	467	631	527	1051	793	236	599	395	454	160	875
Unweighted Sample	1844	428	533	122	255	541	485	370	937	907	84	364	766	630	1198	646	223	593	366	431	231	986
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you be more or less likely to vote Labour if the party was led by...

David Miliband

More likely to vote Labour	18	15	27	26	11	9	27	23	24	13	21	22	17	15	20	15	27	15	18	19	18
Less likely to vote Labour	10	9	6	18	18	9	8	16	13	7	9	11	11	10	10	10	12	11	8	11	11
No difference - I would vote Labour anyway	18	3	52	5	7	6	42	15	15	21	15	15	22	18	16	21	13	16	18	24	19
No difference - I wouldn't vote Labour anyway	34	64	2	36	51	68	6	22	35	33	19	26	35	46	37	30	31	40	34	28	35
Don't know	19	7	13	15	13	8	17	23	12	26	35	27	15	11	16	24	18	19	21	19	18

Ed Balls

More likely to vote Labour	7	4	12	7	9	3	15	8	9	6	7	7	7	8	7	8	11	5	8	8	7
Less likely to vote Labour	19	22	14	30	19	16	15	27	25	13	20	21	20	15	21	15	25	18	15	20	18
No difference - I would vote Labour anyway	20	3	56	9	7	5	45	17	18	21	18	17	23	19	18	22	14	17	20	26	19
No difference - I wouldn't vote Labour anyway	34	63	3	39	52	67	6	23	35	34	20	26	34	47	37	31	29	40	34	28	36
Don't know	20	7	16	15	13	8	18	26	13	27	36	29	16	11	17	24	21	20	23	18	21

Yvette Cooper

More likely to vote Labour	7	2	12	8	5	2	12	12	9	5	8	7	8	6	8	6	9	7	6	8	6
Less likely to vote Labour	13	16	9	20	19	15	12	14	19	8	5	14	15	14	15	11	11	13	10	17	13
No difference - I would vote Labour anyway	19	4	56	4	8	6	44	16	18	21	18	16	23	18	17	22	16	17	20	24	19
No difference - I wouldn't vote Labour anyway	35	67	3	41	52	68	7	24	36	34	25	26	35	47	37	33	32	40	37	29	35
Don't know	25	11	20	26	16	9	25	33	18	32	43	37	19	15	23	28	32	24	27	22	27

Andy Burnham

More likely to vote Labour	9	6	15	7	6	5	13	11	13	4	7	10	9	7	10	7	13	8	6	11	6
Less likely to vote Labour	10	12	5	16	18	12	9	12	13	7	4	10	12	11	11	8	6	10	9	13	11
No difference - I would vote Labour anyway	20	4	57	8	7	6	46	17	18	22	17	17	24	19	18	23	15	17	21	25	20
No difference - I wouldn't vote Labour anyway	35	66	3	40	50	68	7	24	36	34	26	26	35	47	37	32	33	40	37	27	35
Don't know	27	12	21	29	18	10	25	36	20	33	46	37	20	17	24	30	32	25	28	23	29

Fieldwork: 30th April - 1st May 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					Certainty to vote in European Elections	
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	10/10	
Weighted Sample	1844	485	526	150	223	522	458	377	894	950	219	467	631	527	1051	793	236	599	395	454	160	875	
Unweighted Sample	1844	428	533	122	255	541	485	370	937	907	84	364	766	630	1198	646	223	593	366	431	231	986	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the coalition government's record so far, which of the following do you think are the BEST things the coalition government have done? Please tick up to three

Increasing the personal tax allowance to £10000	39	41	38	49	43	39	37	47	40	39	35	35	42	42	41	37	44	41	38	38	35
Capping the amount of benefit a household can receive	28	46	13	26	36	47	19	21	28	28	9	26	32	34	29	28	22	31	30	29	19
Freezing fuel duty	24	23	23	29	29	25	23	29	25	23	12	18	27	32	23	26	18	26	24	26	25
Reducing the size of the deficit	22	47	7	26	16	39	10	16	27	17	28	18	20	24	23	20	22	26	24	15	18
Legalising gay marriage	20	8	30	36	10	8	22	35	18	23	37	30	18	7	23	17	23	18	17	22	27
Overseeing a return to economic growth	19	46	5	23	9	35	9	14	22	15	26	13	16	24	20	16	25	22	17	13	16
Cutting public spending	11	28	2	6	14	27	3	6	15	8	5	7	12	17	14	8	12	12	9	10	
Introducing the "bedroom tax"	5	7	4	3	7	9	3	3	5	5	2	9	5	4	6	4	3	5	6	5	5
Introducing Free Schools	4	5	3	8	2	2	1	4	4	3	9	5	2	2	3	4	2	5	4	2	2
Supporting high speed rail	4	5	5	8	2	2	5	6	6	3	8	5	4	3	5	4	5	3	6	3	6
Protecting spending on international development	4	4	6	2	1	2	4	6	5	3	6	5	4	3	5	3	8	2	3	5	7
Cutting the 50p rate of income tax for people earning over £150000	4	5	4	2	4	5	5	3	3	5	4	4	4	4	4	4	2	4	5	4	2
Not holding a referendum on the European Union in this Parliament	4	2	9	5	0	1	6	7	6	3	7	3	5	4	6	3	6	6	2	4	5
NHS reforms	3	5	1	7	1	4	1	4	3	2	3	3	2	4	3	2	3	4	2	2	4
Supporting the rebels in Libya	2	0	2	4	0	0	2	2	2	2	3	2	1	1	2	1	3	1	2	2	0
Blocking House of Lords reform	2	2	2	2	2	1	3	1	2	1	2	2	1	1	2	1	2	3	1	0	2
Introducing higher tuition fees for students	1	0	1	1	2	1	1	1	1	1	0	1	1	1	1	1	1	1	0	1	1
Privatising the Royal Mail	1	1	0	1	1	1	0	0	1	0	1	0	0	1	1	0	0	0	1	0	1
Increasing VAT	1	0	1	1	0	1	0	1	1	1	1	1	0	1	1	0	0	1	1	0	2
Something else	1	0	0	3	0	1	1	1	1	0	0	1	1	1	1	1	1	0	0	1	0
The government have done nothing good at all	12	0	23	2	21	4	23	11	12	12	6	7	15	17	9	17	9	7	13	19	15
Don't know	9	3	6	1	4	5	8	7	5	13	19	13	6	4	7	12	8	10	10	7	8

Fieldwork: 30th April - 1st May 2014

	Voting intention					2010 Vote			Gender		Age				Social Grade		Region					Certainty to vote in European Elections
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	10/10
Weighted Sample	1844	485	526	150	223	522	458	377	894	950	219	467	631	527	1051	793	236	599	395	454	160	875
Unweighted Sample	1844	428	533	122	255	541	485	370	937	907	84	364	766	630	1198	646	223	593	366	431	231	986
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And looking at the same list, which of the following do you think are the WORST things the coalition government have done?

Introducing the "bedroom tax"	35	20	49	39	33	21	46	41	32	38	25	30	41	38	30	41	29	28	38	41	48
Introducing higher tuition fees for students	28	30	28	31	20	25	23	32	26	29	48	29	25	21	29	25	31	27	27	28	27
Privatising the Royal Mail	27	24	33	19	29	21	33	33	27	27	21	24	32	28	28	26	26	25	29	25	37
Increasing VAT	19	18	17	28	22	17	17	20	20	18	15	18	21	18	17	22	19	17	19	20	20
Cutting the 50p rate of income tax for people earning over £150000	19	9	29	32	11	12	26	24	21	17	17	16	21	20	20	17	18	19	14	21	25
NHS reforms	17	7	31	14	9	6	26	18	18	15	28	16	15	15	17	16	18	15	15	21	15
Legalising gay marriage	15	24	7	10	21	27	10	8	18	11	1	10	11	28	15	14	12	15	15	15	15
Supporting high speed rail	14	18	9	12	24	21	10	12	13	14	9	9	12	22	13	14	12	15	20	11	6
Not holding a referendum on the European Union in this Parliament	13	22	4	7	36	27	6	8	17	10	8	5	16	20	14	12	16	16	15	9	5
Supporting the rebels in Libya	12	16	7	8	19	17	6	7	13	11	12	10	11	14	11	12	8	12	13	12	8
Cutting public spending	11	2	21	11	12	3	21	12	10	12	4	15	14	8	11	12	8	8	14	14	11
Protecting spending on international development	9	16	2	5	16	20	4	4	12	5	0	6	10	13	11	6	7	10	9	8	7
Introducing Free Schools	8	10	8	10	6	6	10	8	8	7	11	9	6	7	10	4	9	10	6	6	5
Blocking House of Lords reform	7	10	3	17	5	8	3	13	10	5	10	7	6	7	9	5	6	9	3	6	9
Capping the amount of benefit a household can receive	5	1	10	4	2	2	7	7	4	6	4	6	5	4	4	6	5	3	5	6	8
Increasing the personal tax allowance to £10000	1	1	1	0	2	1	0	1	1	1	1	1	0	2	1	1	1	0	1	1	1
Overseeing a return to economic growth	1	1	0	0	2	1	1	0	1	1	0	1	1	1	1	1	0	0	0	1	2
Freezing fuel duty	1	1	2	1	0	0	2	2	1	1	0	2	1	1	1	1	2	1	1	2	1
Reducing the size of the deficit	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Something else	2	3	1	4	1	1	1	2	2	1	4	2	1	1	2	1	0	3	1	2	1
The government have done nothing bad at all	1	3	1	0	1	3	1	0	1	1	1	2	1	1	1	1	2	1	1	0	4
Don't know	9	5	4	1	2	6	7	4	5	12	19	13	6	4	7	10	11	10	8	7	4