





Fieldwork: 1st - 2nd May 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	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	
<b>Weighted Sample</b>	<b>1851</b>	X	X	X	X	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	
Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Liberal Democrat**

0 - Would never consider voting for them	32	32	39	0	58	40	42	13	32	31	19	22	35	42	30	34	27	28	34	35	38
1	6	7	5	1	12	7	5	4	6	5	4	5	6	6	6	5	6	5	9	4	5
2	7	8	11	0	5	7	10	6	9	6	10	7	7	7	7	7	9	7	6	9	6
3	6	7	6	0	3	6	7	4	7	4	6	5	6	5	7	4	6	6	8	4	4
4	7	7	8	1	3	7	8	5	7	7	11	8	6	4	8	5	6	5	7	9	7
5	12	15	12	4	9	11	11	14	11	12	5	16	12	11	12	11	15	11	9	12	15
6	7	8	6	5	5	6	6	8	7	6	16	7	5	5	7	6	11	7	6	5	5
7	6	7	4	10	2	6	5	11	6	7	5	9	8	3	5	7	5	6	6	7	6
8	4	4	4	18	1	3	3	9	3	5	2	3	5	6	5	3	3	5	3	5	6
9	3	1	2	24	1	2	0	8	4	2	11	2	2	2	4	3	6	2	1	0	
10 - Would definitely consider voting for them	5	1	2	37	1	2	1	14	4	6	0	5	4	7	5	4	4	7	4	4	3
Don't know	6	2	0	1	1	3	2	3	4	8	13	10	4	2	4	9	6	7	6	5	4

**United Kingdom Independence Party (UKIP)**

0 - Would never consider voting for them	36	26	51	57	0	20	47	47	35	36	39	38	34	34	38	32	42	34	30	37	43
1	6	10	4	10	0	7	4	6	7	5	13	5	5	4	7	4	6	7	7	4	2
2	5	7	4	4	0	5	5	4	5	5	5	4	5	4	4	5	8	5	4	4	3
3	4	6	4	4	2	4	5	4	5	4	2	7	4	3	5	4	4	3	6	4	4
4	4	6	3	5	0	7	3	3	5	4	1	6	4	3	5	3	4	3	7	4	4
5	11	12	13	6	3	10	13	12	12	10	12	11	11	11	11	11	6	10	11	13	17
6	6	9	4	5	4	8	4	6	6	6	2	4	7	8	6	6	6	4	7	8	2
7	6	8	5	2	8	9	4	6	5	6	4	6	6	6	5	7	2	6	4	8	5
8	5	4	6	1	13	7	6	2	5	5	5	4	5	5	6	4	5	6	5	5	2
9	3	4	1	0	9	5	2	1	3	3	3	2	3	3	3	3	0	4	5	2	2
10 - Would definitely consider voting for them	9	5	4	0	61	14	5	4	8	9	2	5	9	15	7	11	8	9	10	7	10
Don't know	7	2	1	6	1	4	2	5	5	9	11	10	6	4	4	11	8	9	6	5	7

Fieldwork: 1st - 2nd May 2013

	Likely to vote Con	Likely to vote Lab*	Likely to vote Lib Dem*	Likely to vote UKIP
<b>Weighted Sample</b>	<b>693</b>	<b>828</b>	<b>463</b>	<b>513</b>
Unweighted Sample	705	805	418	520
	%	%	%	%

**Liberal Democrat**

0 - Would never consider voting for them	32	30	32	0	41
1	6	6	5	0	6
2	7	7	8	0	6
3	6	6	5	0	4
4	7	7	8	0	6
5	12	13	12	0	10
6	7	9	8	27	8
7	6	9	8	25	8
8	4	5	5	17	3
9	3	2	5	12	2
10 - Would definitely consider voting for them	5	4	4	19	3
Don't know	6	1	0	0	2

**United Kingdom Independence Party (UKIP)**

0 - Would never consider voting for them	36	23	48	41	0
1	6	7	4	6	0
2	5	5	5	7	0
3	4	5	5	5	0
4	4	6	3	4	0
5	11	11	12	10	0
6	6	10	5	7	21
7	6	8	5	6	20
8	5	7	5	7	18
9	3	4	2	2	10
10 - Would definitely consider voting for them	9	12	4	5	31
Don't know	7	2	1	2	0

Fieldwork: 1st - 2nd May 2013

Total	Voting intention				2010 Vote			Gender		Age				Social grade		Region					
	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	
<b>1851</b>	X	X	X	X	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	
Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In a previous question you said you would vote UKIP in a general election tomorrow, which of the following list best reflects your reasons for voting UKIP? Please tick up to three

[Asked to those who said they would vote UKIP  
n=200]

Because I want to see immigration to Britain reduced	76	0	0	0	76	78	72	84	68	84	75	89	68	81	77	75	83	82	70	72	72
Because I want to see Britain leave the European Union	59	0	0	0	59	72	36	55	65	52	43	65	56	60	67	51	52	52	57	76	45
Because I am unhappy with all three of the main political parties	47	0	0	0	47	37	55	49	52	41	100	36	58	35	50	43	48	51	39	48	52
Because I am unhappy with the way David Cameron and the government are running the country	25	0	0	0	25	20	28	30	27	23	0	32	26	25	11	39	5	15	38	36	11
Because I think UKIP reflect my own values and beliefs	20	0	0	0	20	17	26	14	24	16	0	15	15	26	20	20	22	13	24	24	14
Because I have a positive impression of Nigel Farage	15	0	0	0	15	16	9	17	19	11	0	17	10	20	8	21	18	15	17	9	21
Because I want to send a message to the main parties	14	0	0	0	14	14	17	17	8	20	0	12	16	14	17	11	22	14	14	8	30
Because I am unhappy about the issue of gay marriage	12	0	0	0	12	18	4	2	8	16	0	8	8	17	13	11	3	17	7	11	26
Because I think a new party deserves a chance	9	0	0	0	9	6	20	12	4	14	28	0	8	10	9	9	18	16	4	2	0
Because I think UKIP would do a good job at running the country if elected	8	0	0	0	8	7	5	8	11	5	0	3	9	9	7	9	11	6	14	3	7
Something else	0	0	0	0	0	0	0	3	1	0	0	0	1	0	1	0	0	1	0	0	0
Don't know	1	0	0	0	1	0	9	0	0	1	0	0	2	0	0	1	0	0	2	0	0

Fieldwork: 1st - 2nd May 2013

	Likely to vote Con	Likely to vote Lab*	Likely to vote Lib Dem*	Likely to vote UKIP	
<b>Weighted Sample</b>	<b>1851</b>	<b>693</b>	<b>828</b>	<b>463</b>	<b>513</b>
Unweighted Sample	1851	705	805	418	520
	%	%	%	%	%

**In a previous question you said you would vote UKIP in a general election tomorrow, which of the following list best reflects your reasons for voting UKIP? Please tick up to three**

*[Asked to those who said they would vote UKIP n=200]*

Because I want to see immigration to Britain reduced	<b>76</b>	81	83	97	76
Because I want to see Britain leave the European Union	<b>59</b>	77	58	39	60
Because I am unhappy with all three of the main political parties	<b>47</b>	43	49	59	45
Because I am unhappy with the way David Cameron and the government are running the country	<b>25</b>	16	42	0	24
Because I think UKIP reflect my own values and beliefs	<b>20</b>	21	7	13	20
Because I have a positive impression of Nigel Farage	<b>15</b>	10	9	23	16
Because I want to send a message to the main parties	<b>14</b>	12	14	10	13
Because I am unhappy about the issue of gay marriage	<b>12</b>	17	14	3	13
Because I think a new party deserves a chance	<b>9</b>	7	7	46	10
Because I think UKIP would do a good job at running the country if elected	<b>8</b>	3	0	0	9
Something else	<b>0</b>	1	0	5	0
Don't know	<b>1</b>	0	0	0	0

Fieldwork: 1st - 2nd May 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
	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	
<b>Weighted Sample</b>	<b>1851</b>	X	X	X	X	567	469	416	900	951	224	472	633	522	1055	796	237	602	396	455	161	
Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you have a positive or negative opinion of the following people?

**David Cameron**

Very positive	7	25	0	1	1	18	1	2	6	7	2	5	7	10	8	5	9	9	5	6	2
Fairly positive	26	63	7	27	21	52	9	20	28	24	25	27	24	28	31	20	26	30	26	23	21
<b>TOTAL POSITIVE</b>	<b>33</b>	<b>88</b>	<b>7</b>	<b>28</b>	<b>22</b>	<b>70</b>	<b>10</b>	<b>22</b>	<b>34</b>	<b>31</b>	<b>27</b>	<b>32</b>	<b>31</b>	<b>38</b>	<b>39</b>	<b>25</b>	<b>35</b>	<b>39</b>	<b>31</b>	<b>29</b>	<b>23</b>
Neither positive or negative	16	9	10	36	16	14	9	18	16	16	18	16	14	14	18	16	19	18	11	16	
Fairly negative	19	2	25	19	25	9	26	22	18	20	27	20	18	14	21	15	26	17	15	20	19
Very negative	30	1	56	16	37	6	54	36	30	31	17	30	33	33	25	38	21	22	34	40	39
<b>TOTAL NEGATIVE</b>	<b>49</b>	<b>3</b>	<b>81</b>	<b>35</b>	<b>62</b>	<b>15</b>	<b>80</b>	<b>58</b>	<b>48</b>	<b>51</b>	<b>44</b>	<b>50</b>	<b>51</b>	<b>47</b>	<b>46</b>	<b>53</b>	<b>47</b>	<b>39</b>	<b>49</b>	<b>60</b>	<b>58</b>
Don't know who this person is, or know enough about them to say	3	0	2	1	0	1	0	2	3	2	10	2	1	1	2	4	1	4	2	1	3

**Ed Miliband**

Very positive	5	0	15	1	1	1	14	4	5	5	6	5	7	4	5	6	3	6	5	6	6
Fairly positive	17	3	42	9	3	2	39	19	16	19	12	21	17	17	16	19	23	12	16	20	23
<b>TOTAL POSITIVE</b>	<b>22</b>	<b>3</b>	<b>57</b>	<b>10</b>	<b>4</b>	<b>3</b>	<b>53</b>	<b>23</b>	<b>21</b>	<b>24</b>	<b>18</b>	<b>26</b>	<b>24</b>	<b>21</b>	<b>21</b>	<b>25</b>	<b>26</b>	<b>18</b>	<b>21</b>	<b>26</b>	<b>29</b>
Neither positive or negative	26	14	32	39	10	14	29	32	25	27	38	32	25	17	24	28	25	28	22	28	22
Fairly negative	23	34	8	31	34	30	11	24	22	24	14	22	24	25	26	19	25	21	24	22	23
Very negative	26	48	3	19	53	52	6	19	29	23	17	17	26	36	27	24	22	29	30	21	22
<b>TOTAL NEGATIVE</b>	<b>49</b>	<b>82</b>	<b>11</b>	<b>50</b>	<b>87</b>	<b>82</b>	<b>17</b>	<b>43</b>	<b>51</b>	<b>47</b>	<b>31</b>	<b>39</b>	<b>50</b>	<b>61</b>	<b>53</b>	<b>43</b>	<b>47</b>	<b>50</b>	<b>54</b>	<b>43</b>	<b>45</b>
Don't know who this person is, or know enough about them to say	3	0	1	2	0	1	1	2	3	3	12	3	1	0	2	4	2	4	2	2	3

**Nick Clegg**

Very positive	2	1	1	12	0	1	1	4	1	2	2	2	1	3	2	1	1	2	2	1	4
Fairly positive	13	16	7	53	3	16	6	24	15	11	20	13	13	11	12	15	13	18	11	10	9
<b>TOTAL POSITIVE</b>	<b>15</b>	<b>17</b>	<b>8</b>	<b>65</b>	<b>3</b>	<b>17</b>	<b>7</b>	<b>28</b>	<b>16</b>	<b>13</b>	<b>22</b>	<b>15</b>	<b>14</b>	<b>14</b>	<b>14</b>	<b>16</b>	<b>14</b>	<b>20</b>	<b>13</b>	<b>11</b>	<b>13</b>
Neither positive or negative	22	30	14	22	11	24	15	26	18	27	11	29	25	18	23	22	25	24	23	17	27
Fairly negative	27	29	31	9	26	27	33	22	28	26	28	29	24	27	31	21	36	23	25	32	19
Very negative	33	23	45	3	60	31	44	22	35	30	28	24	35	40	31	36	25	29	36	37	39
<b>TOTAL NEGATIVE</b>	<b>60</b>	<b>52</b>	<b>76</b>	<b>12</b>	<b>86</b>	<b>58</b>	<b>77</b>	<b>44</b>	<b>63</b>	<b>56</b>	<b>56</b>	<b>53</b>	<b>59</b>	<b>67</b>	<b>62</b>	<b>57</b>	<b>61</b>	<b>52</b>	<b>61</b>	<b>69</b>	<b>58</b>
Don't know who this person is, or know enough about them to say	3	0	2	1	0	1	0	2	3	3	11	3	2	1	2	5	1	4	3	2	3

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<b>Weighted Sample</b>	<b>1851</b>	<b>693</b>	<b>828</b>	<b>463</b>	<b>513</b>
Unweighted Sample	1851	705	805	418	520
	%	%	%	%	%

Generally speaking, do you have a positive or negative opinion of the following people?

**David Cameron**

Very positive	7	18	1	5	8
Fairly positive	26	58	14	34	31
<b>TOTAL POSITIVE</b>	<b>33</b>	<b>76</b>	<b>15</b>	<b>39</b>	<b>39</b>
Neither positive or negative	16	13	13	22	17
Fairly negative	19	8	21	19	19
Very negative	30	1	48	18	25
<b>TOTAL NEGATIVE</b>	<b>49</b>	<b>9</b>	<b>69</b>	<b>37</b>	<b>44</b>
Don't know who this person is, or know enough about them to say	3	1	2	1	1

**Ed Miliband**

Very positive	5	1	11	4	3
Fairly positive	17	6	35	16	12
<b>TOTAL POSITIVE</b>	<b>22</b>	<b>7</b>	<b>46</b>	<b>20</b>	<b>15</b>
Neither positive or negative	26	16	36	32	22
Fairly negative	23	31	12	26	26
Very negative	26	45	5	21	36
<b>TOTAL NEGATIVE</b>	<b>49</b>	<b>76</b>	<b>17</b>	<b>47</b>	<b>62</b>
Don't know who this person is, or know enough about them to say	3	1	2	2	1

**Nick Clegg**

Very positive	2	3	2	7	2
Fairly positive	13	18	14	39	11
<b>TOTAL POSITIVE</b>	<b>15</b>	<b>21</b>	<b>16</b>	<b>46</b>	<b>13</b>
Neither positive or negative	22	27	18	29	18
Fairly negative	27	27	27	18	28
Very negative	33	24	38	7	40
<b>TOTAL NEGATIVE</b>	<b>60</b>	<b>51</b>	<b>65</b>	<b>25</b>	<b>68</b>
Don't know who this person is, or know enough about them to say	3	1	2	1	1



Fieldwork: 1st - 2nd May 2013

	Voting intention				2010 Vote			Gender		Age				Social grade		Region						
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Unweighted Sample	1851	457	600	111	200	594	467	409	865	986	67	461	748	575	1235	616	266	631	351	448	155	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Nigel Farage**

Very positive	4	3	2	1	20	5	3	1	5	3	6	3	3	4	4	3	1	5	3	3	6
Fairly positive	13	14	9	5	46	20	9	8	14	11	2	8	14	19	12	13	11	13	13	12	13
<b>TOTAL POSITIVE</b>	<b>17</b>	<b>17</b>	<b>11</b>	<b>6</b>	<b>66</b>	<b>25</b>	<b>12</b>	<b>9</b>	<b>19</b>	<b>14</b>	<b>8</b>	<b>11</b>	<b>17</b>	<b>23</b>	<b>16</b>	<b>16</b>	<b>12</b>	<b>18</b>	<b>16</b>	<b>15</b>	<b>19</b>
Neither positive or negative	27	34	23	18	29	31	23	26	26	27	23	23	31	27	24	30	26	26	29	27	25
Fairly negative	15	19	13	18	3	15	14	18	17	13	11	20	13	14	18	11	20	15	16	12	11
Very negative	26	19	37	47	2	16	34	35	26	25	26	25	26	27	27	24	31	24	22	28	31
<b>TOTAL NEGATIVE</b>	<b>41</b>	<b>38</b>	<b>50</b>	<b>65</b>	<b>5</b>	<b>31</b>	<b>48</b>	<b>53</b>	<b>43</b>	<b>38</b>	<b>37</b>	<b>45</b>	<b>39</b>	<b>41</b>	<b>45</b>	<b>35</b>	<b>51</b>	<b>39</b>	<b>38</b>	<b>40</b>	<b>42</b>
Don't know who this person is, or know enough about them to say	16	11	16	12	0	13	16	13	11	21	33	22	13	8	15	18	12	17	17	18	14

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*

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	Total	Likely to vote Con	Likely to vote Lab*	Likely to vote Lib Dem*	Likely to vote UKIP
<b>Weighted Sample</b>	<b>1851</b>	693	828	463	513
Unweighted Sample	1851	705	805	418	520
	%	%	%	%	%

**Nigel Farage**

Very positive	4	4	3	2	10
Fairly positive	13	18	9	10	33
<b>TOTAL POSITIVE</b>	<b>17</b>	<b>22</b>	<b>12</b>	<b>12</b>	<b>43</b>
Neither positive or negative	27	33	23	26	40
Fairly negative	15	16	13	15	6
Very negative	26	17	35	30	2
<b>TOTAL NEGATIVE</b>	<b>41</b>	<b>33</b>	<b>48</b>	<b>45</b>	<b>8</b>
Don't know who this person is, or know enough about them to say	16	12	17	17	9

*\*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.*