

YouGov / Sunday Times Survey Results

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales | |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 | |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Headline Voting Intention

[Excluding Don't know and Wouldn't Vote]

| | | | | | | | | | | | | | | | | | | | | | | |
|---------|-----------|-----|-----|-----|-----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Con | 34 | 100 | 0 | 0 | 0 | 76 | 7 | 16 | 32 | 35 | 29 | 31 | 27 | 45 | 37 | 29 | 31 | 40 | 34 | 33 | 16 | 35 |
| Lab | 33 | 0 | 100 | 0 | 0 | 4 | 77 | 25 | 33 | 34 | 36 | 35 | 38 | 25 | 30 | 38 | 42 | 23 | 37 | 41 | 31 | 34 |
| Lib Dem | 10 | 0 | 0 | 100 | 0 | 3 | 1 | 34 | 10 | 10 | 12 | 11 | 7 | 10 | 10 | 9 | 11 | 14 | 9 | 5 | 6 | 10 |
| UKIP | 13 | 0 | 0 | 0 | 100 | 15 | 7 | 10 | 15 | 11 | 11 | 8 | 18 | 14 | 11 | 16 | 10 | 15 | 13 | 18 | 1 | 14 |
| Other | 10 | 0 | 0 | 0 | 0 | 1 | 9 | 16 | 10 | 10 | 13 | 14 | 10 | 6 | 11 | 8 | 6 | 9 | 7 | 4 | 46 | 6 |

Other Parties Voting Intention

| | | | | | | | | | | | | | | | | | | | | | | |
|----------|----------|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|---|---|---|----|---|
| SNP/ PCY | 5 | 0 | 0 | 0 | 0 | 0 | 6 | 3 | 4 | 5 | 3 | 7 | 5 | 3 | 5 | 4 | 1 | 1 | 2 | 0 | 44 | 1 |
| Green | 4 | 0 | 0 | 0 | 0 | 0 | 3 | 11 | 5 | 4 | 8 | 6 | 4 | 2 | 5 | 3 | 3 | 7 | 4 | 3 | 1 | 5 |
| BNP | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Respect | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 1 | 0 | 2 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 0 | 1 | 1 |

Non Voters

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------|-----------|---|---|---|---|---|----|----|---|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would Not Vote | 4 | 0 | 0 | 0 | 0 | 1 | 1 | 2 | 3 | 5 | 9 | 5 | 4 | 2 | 3 | 5 | 5 | 4 | 4 | 4 | 3 | 4 |
| Don't know | 12 | 0 | 0 | 0 | 0 | 8 | 10 | 13 | 9 | 15 | 13 | 14 | 12 | 11 | 12 | 13 | 12 | 13 | 14 | 10 | 13 | 12 |

Do you approve or disapprove of the Government's record to date?

| | April 1-2 | April 3-4 | | | | | | | | | | | | | | | | | | | | | |
|------------|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Approve | 37 | 38 | 89 | 7 | 41 | 31 | 75 | 11 | 32 | 40 | 35 | 35 | 34 | 32 | 49 | 43 | 31 | 36 | 44 | 37 | 35 | 27 | 39 |
| Disapprove | 47 | 50 | 5 | 86 | 40 | 58 | 17 | 80 | 54 | 52 | 47 | 43 | 48 | 58 | 44 | 45 | 55 | 51 | 43 | 48 | 54 | 61 | 48 |
| Don't know | 16 | 13 | 6 | 7 | 20 | 11 | 8 | 9 | 14 | 8 | 17 | 22 | 18 | 10 | 7 | 12 | 14 | 12 | 13 | 16 | 11 | 11 | 13 |

YouGov / Sunday Times Survey Results

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | | Religious? | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

Headline Voting Intention

[Excluding Don't know and Wouldn't Vote]

| | | | | | | | |
|---------|-----------|----|----|----|----|----|----|
| Con | 34 | 30 | 38 | 34 | 37 | 31 | 37 |
| Lab | 33 | 36 | 33 | 31 | 32 | 34 | 50 |
| Lib Dem | 10 | 10 | 9 | 9 | 10 | 10 | 7 |
| UKIP | 13 | 13 | 11 | 16 | 13 | 13 | 5 |
| Other | 10 | 10 | 9 | 10 | 8 | 12 | 0 |

Other Parties Voting Intention

| | | | | | | | |
|----------|----------|---|---|---|---|---|---|
| SNP/ PCY | 5 | 6 | 5 | 3 | 4 | 6 | 0 |
| Green | 4 | 4 | 4 | 6 | 3 | 5 | 0 |
| BNP | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Respect | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | 1 | 0 | 1 | 2 | 1 | 1 | 0 |

Non Voters

| | | | | | | | |
|----------------|-----------|---|---|----|----|----|----|
| Would Not Vote | 4 | 1 | 2 | 8 | 3 | 5 | 0 |
| Don't know | 12 | 7 | 9 | 19 | 11 | 12 | 43 |

Do you approve or disapprove of the Government's record to date?

| | April 1-2 | April 3-4 | | | | | | |
|------------|-----------|-----------|----|----|----|----|----|----|
| Approve | 37 | 38 | 40 | 41 | 33 | 42 | 35 | 20 |
| Disapprove | 47 | 50 | 53 | 48 | 48 | 45 | 53 | 29 |
| Don't know | 16 | 13 | 7 | 10 | 20 | 13 | 12 | 51 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales | |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 | |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | Mar 27-28 | April 3-4 | | | | | | | | | | | | | | | | | | | | | |
|--|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Do you think that David Cameron is doing well or badly as Prime Minister? | | | | | | | | | | | | | | | | | | | | | | | |
| Very well | 10 | 9 | 29 | 2 | 7 | 2 | 22 | 3 | 5 | 9 | 10 | 8 | 6 | 8 | 15 | 10 | 8 | 9 | 11 | 9 | 10 | 5 | 10 |
| Fairly well | 36 | 38 | 69 | 12 | 46 | 42 | 63 | 18 | 35 | 38 | 37 | 34 | 39 | 33 | 43 | 42 | 32 | 36 | 43 | 37 | 33 | 34 | 38 |
| TOTAL WELL | 46 | 47 | 98 | 14 | 53 | 44 | 85 | 21 | 40 | 47 | 47 | 42 | 45 | 41 | 58 | 52 | 40 | 45 | 54 | 46 | 43 | 39 | 48 |
| Fairly badly | 27 | 27 | 2 | 43 | 34 | 32 | 9 | 39 | 36 | 29 | 26 | 33 | 27 | 30 | 22 | 26 | 29 | 31 | 25 | 29 | 26 | 29 | 27 |
| Very badly | 21 | 19 | 0 | 40 | 6 | 22 | 4 | 36 | 18 | 21 | 17 | 10 | 20 | 23 | 17 | 16 | 23 | 18 | 15 | 17 | 24 | 23 | 18 |
| TOTAL BADLY | 48 | 46 | 2 | 83 | 40 | 54 | 13 | 75 | 54 | 50 | 43 | 43 | 47 | 53 | 39 | 42 | 52 | 49 | 40 | 46 | 50 | 52 | 45 |
| Don't know | 6 | 7 | 1 | 3 | 7 | 3 | 2 | 5 | 6 | 3 | 10 | 15 | 8 | 6 | 3 | 6 | 7 | 5 | 6 | 8 | 6 | 8 | 7 |
| Do you think Ed Miliband is doing well or badly as leader of the Labour party? | | | | | | | | | | | | | | | | | | | | | | | |
| Very well | 5 | 6 | 1 | 19 | 4 | 0 | 1 | 16 | 4 | 7 | 5 | 4 | 7 | 7 | 4 | 5 | 7 | 7 | 4 | 6 | 8 | 5 | 6 |
| Fairly well | 25 | 27 | 9 | 55 | 24 | 19 | 12 | 46 | 32 | 26 | 27 | 26 | 24 | 30 | 26 | 25 | 29 | 30 | 26 | 29 | 25 | 24 | 27 |
| TOTAL WELL | 30 | 33 | 10 | 74 | 28 | 19 | 13 | 62 | 36 | 33 | 32 | 30 | 31 | 37 | 30 | 30 | 36 | 37 | 30 | 35 | 33 | 29 | 33 |
| Fairly badly | 33 | 35 | 45 | 18 | 51 | 35 | 41 | 22 | 37 | 35 | 34 | 36 | 36 | 31 | 37 | 38 | 31 | 34 | 37 | 31 | 32 | 42 | 34 |
| Very badly | 26 | 24 | 41 | 2 | 13 | 41 | 41 | 8 | 19 | 27 | 20 | 18 | 20 | 25 | 28 | 24 | 23 | 21 | 25 | 22 | 24 | 21 | 24 |
| TOTAL BADLY | 59 | 59 | 86 | 20 | 64 | 76 | 82 | 30 | 56 | 62 | 54 | 54 | 56 | 65 | 65 | 62 | 54 | 55 | 62 | 53 | 56 | 63 | 58 |
| Don't know | 10 | 9 | 4 | 6 | 9 | 4 | 5 | 7 | 8 | 3 | 14 | 16 | 13 | 7 | 4 | 7 | 11 | 9 | 7 | 11 | 10 | 8 | 9 |
| Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats? | | | | | | | | | | | | | | | | | | | | | | | |
| Very well | 5 | 3 | 2 | 2 | 16 | 0 | 2 | 2 | 6 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 3 | 3 | 3 | 4 | 1 | 1 | 3 |
| Fairly well | 25 | 26 | 38 | 17 | 57 | 20 | 32 | 18 | 38 | 25 | 27 | 22 | 26 | 24 | 30 | 29 | 22 | 25 | 32 | 25 | 22 | 15 | 27 |
| TOTAL WELL | 30 | 29 | 40 | 19 | 73 | 20 | 34 | 20 | 44 | 28 | 29 | 24 | 29 | 27 | 32 | 32 | 25 | 28 | 35 | 29 | 23 | 16 | 30 |
| Fairly badly | 33 | 31 | 36 | 29 | 19 | 33 | 35 | 30 | 25 | 32 | 29 | 31 | 29 | 33 | 30 | 34 | 27 | 29 | 30 | 33 | 28 | 38 | 30 |
| Very badly | 26 | 31 | 19 | 44 | 4 | 40 | 24 | 42 | 25 | 35 | 26 | 30 | 28 | 31 | 33 | 27 | 35 | 31 | 27 | 26 | 37 | 36 | 30 |
| TOTAL BADLY | 59 | 62 | 55 | 73 | 23 | 73 | 59 | 72 | 50 | 67 | 55 | 61 | 57 | 64 | 63 | 61 | 62 | 60 | 57 | 59 | 65 | 74 | 60 |
| Don't know | 10 | 10 | 5 | 8 | 4 | 6 | 7 | 8 | 6 | 5 | 15 | 14 | 14 | 10 | 6 | 7 | 14 | 11 | 8 | 12 | 11 | 9 | 10 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | | Religious? | | |
|--------------------------|-------------------------|--------------------|------------|------------|-------------|-----------|--|
| | Yes, all | Yes, some/in media | No | Yes | No | Not sure | |
| Weighted Sample | 622 | 556 | 728 | 691 | 1182 | 33 | |
| Unweighted Sample | 636 | 554 | 716 | 667 | 1209 | 30 | |
| | % | % | % | % | % | % | |

| | Mar 27-28 | April 3-4 | | | | | | |
|--|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Do you think that David Cameron is doing well or badly as Prime Minister? | | | | | | | | |
| Very well | 10 | 9 | 14 | 9 | 6 | 15 | 6 | 7 |
| Fairly well | 36 | 38 | 35 | 42 | 37 | 39 | 37 | 16 |
| TOTAL WELL | 46 | 47 | 49 | 51 | 43 | 54 | 43 | 23 |
| Fairly badly | 27 | 27 | 25 | 29 | 28 | 24 | 30 | 13 |
| Very badly | 21 | 19 | 25 | 16 | 16 | 16 | 20 | 20 |
| TOTAL BADLY | 48 | 46 | 50 | 45 | 44 | 40 | 50 | 33 |
| Don't know | 6 | 7 | 2 | 3 | 13 | 6 | 6 | 43 |
| Do you think Ed Miliband is doing well or badly as leader of the Labour party? | | | | | | | | |
| Very well | 5 | 6 | 12 | 5 | 2 | 6 | 6 | 6 |
| Fairly well | 25 | 27 | 32 | 29 | 21 | 29 | 26 | 14 |
| TOTAL WELL | 30 | 33 | 44 | 34 | 23 | 35 | 32 | 20 |
| Fairly badly | 33 | 35 | 30 | 38 | 35 | 32 | 37 | 10 |
| Very badly | 26 | 24 | 23 | 22 | 25 | 24 | 23 | 17 |
| TOTAL BADLY | 59 | 59 | 53 | 60 | 60 | 56 | 60 | 27 |
| Don't know | 10 | 9 | 3 | 6 | 17 | 8 | 8 | 53 |
| Do you think that Nick Clegg is doing well or badly as leader of the Liberal Democrats? | | | | | | | | |
| Very well | 5 | 3 | 4 | 3 | 1 | 3 | 2 | 3 |
| Fairly well | 25 | 26 | 30 | 29 | 19 | 27 | 25 | 13 |
| TOTAL WELL | 30 | 29 | 34 | 32 | 20 | 30 | 27 | 16 |
| Fairly badly | 33 | 31 | 30 | 35 | 28 | 32 | 31 | 14 |
| Very badly | 26 | 31 | 31 | 28 | 32 | 28 | 32 | 26 |
| TOTAL BADLY | 59 | 62 | 61 | 63 | 60 | 60 | 63 | 40 |
| Don't know | 10 | 10 | 4 | 5 | 19 | 10 | 9 | 43 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales | |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 | |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | Oct 9-10 2014 | April 3-4 2015 | | | | | | | | | | | | | | | | | | | | | |
|--|---------------|---------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Do you think that Nigel Farage is doing well or badly as leader of UKIP? | | | | | | | | | | | | | | | | | | | | | | | |
| Very well | 20 | 15 | 13 | 11 | 13 | 49 | 19 | 12 | 13 | 19 | 10 | 14 | 13 | 16 | 15 | 13 | 17 | 14 | 17 | 11 | 18 | 3 | 16 |
| Fairly well | 41 | 38 | 52 | 28 | 42 | 47 | 49 | 29 | 39 | 42 | 35 | 39 | 32 | 37 | 45 | 40 | 36 | 41 | 41 | 39 | 37 | 29 | 39 |
| TOTAL WELL | 61 | 53 | 65 | 39 | 55 | 96 | 68 | 41 | 52 | 61 | 45 | 53 | 45 | 53 | 60 | 53 | 53 | 55 | 58 | 50 | 55 | 32 | 55 |
| Fairly badly | 10 | 14 | 12 | 18 | 16 | 2 | 11 | 20 | 12 | 13 | 15 | 9 | 16 | 15 | 14 | 15 | 13 | 14 | 14 | 14 | 13 | 19 | 14 |
| Very badly | 16 | 21 | 14 | 34 | 21 | 0 | 12 | 32 | 25 | 20 | 23 | 19 | 25 | 22 | 18 | 22 | 21 | 20 | 19 | 22 | 20 | 37 | 20 |
| TOTAL BADLY | 26 | 35 | 26 | 52 | 37 | 2 | 23 | 52 | 37 | 33 | 38 | 28 | 41 | 37 | 32 | 37 | 34 | 34 | 33 | 36 | 33 | 56 | 34 |
| Don't know | 13 | 12 | 8 | 9 | 8 | 1 | 8 | 8 | 11 | 6 | 17 | 19 | 15 | 10 | 8 | 10 | 14 | 11 | 10 | 15 | 11 | 12 | 12 |
| | | Mar 27-28 April 3-4 | | | | | | | | | | | | | | | | | | | | | |
| Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly? | | | | | | | | | | | | | | | | | | | | | | | |
| Very well | 4 | 4 | 9 | 1 | 15 | 1 | 6 | 2 | 6 | 6 | 3 | 8 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 0 | 5 |
| Fairly well | 33 | 33 | 63 | 11 | 52 | 27 | 55 | 14 | 38 | 35 | 31 | 25 | 35 | 32 | 35 | 38 | 27 | 35 | 38 | 31 | 27 | 31 | 33 |
| TOTAL WELL | 37 | 37 | 72 | 12 | 67 | 28 | 61 | 16 | 44 | 41 | 34 | 33 | 40 | 35 | 40 | 43 | 31 | 39 | 43 | 36 | 31 | 31 | 38 |
| Fairly badly | 32 | 32 | 20 | 42 | 25 | 37 | 24 | 42 | 31 | 31 | 32 | 28 | 28 | 33 | 35 | 33 | 30 | 28 | 32 | 32 | 31 | 38 | 31 |
| Very badly | 22 | 22 | 5 | 38 | 6 | 29 | 9 | 35 | 19 | 22 | 21 | 21 | 20 | 24 | 20 | 17 | 27 | 22 | 17 | 21 | 26 | 25 | 21 |
| TOTAL BADLY | 54 | 54 | 25 | 80 | 31 | 66 | 33 | 77 | 50 | 53 | 53 | 49 | 48 | 57 | 55 | 50 | 57 | 50 | 49 | 53 | 57 | 63 | 52 |
| Don't know | 10 | 9 | 4 | 7 | 2 | 7 | 6 | 7 | 6 | 6 | 13 | 19 | 12 | 8 | 5 | 8 | 12 | 11 | 8 | 10 | 11 | 5 | 10 |
| Do you think this coalition government is good or bad for people like you? | | | | | | | | | | | | | | | | | | | | | | | |
| Very good | 3 | 5 | 8 | 1 | 19 | 3 | 6 | 2 | 9 | 5 | 4 | 3 | 4 | 4 | 7 | 5 | 4 | 5 | 6 | 4 | 4 | 0 | 5 |
| Fairly good | 20 | 22 | 45 | 7 | 34 | 14 | 37 | 9 | 24 | 26 | 18 | 20 | 24 | 20 | 23 | 25 | 17 | 22 | 23 | 20 | 22 | 19 | 22 |
| TOTAL GOOD | 23 | 27 | 53 | 8 | 53 | 17 | 43 | 11 | 33 | 31 | 22 | 23 | 28 | 24 | 30 | 30 | 21 | 27 | 29 | 24 | 26 | 19 | 27 |
| Fairly bad | 26 | 23 | 15 | 31 | 18 | 25 | 18 | 29 | 24 | 22 | 24 | 29 | 20 | 21 | 26 | 25 | 21 | 18 | 23 | 24 | 21 | 33 | 22 |
| Very bad | 23 | 22 | 7 | 41 | 5 | 28 | 10 | 36 | 18 | 24 | 20 | 19 | 22 | 26 | 19 | 18 | 27 | 22 | 18 | 20 | 28 | 21 | 22 |
| TOTAL BAD | 49 | 45 | 22 | 72 | 23 | 53 | 28 | 65 | 42 | 46 | 44 | 48 | 42 | 47 | 45 | 43 | 48 | 40 | 41 | 44 | 49 | 54 | 44 |
| Doesn't make much difference either way | 22 | 23 | 23 | 15 | 22 | 27 | 26 | 20 | 22 | 20 | 25 | 19 | 20 | 24 | 24 | 23 | 22 | 25 | 24 | 24 | 18 | 22 | 23 |
| Don't know | 6 | 6 | 2 | 4 | 1 | 3 | 2 | 5 | 3 | 3 | 9 | 11 | 10 | 4 | 2 | 4 | 8 | 7 | 5 | 7 | 6 | 4 | 6 |
| Do you think the coalition government is managing the economy well or badly? | | | | | | | | | | | | | | | | | | | | | | | |
| Very well | 10 | 11 | 29 | 1 | 16 | 6 | 24 | 3 | 8 | 13 | 9 | 7 | 10 | 9 | 16 | 12 | 9 | 12 | 13 | 10 | 10 | 7 | 11 |
| Fairly well | 36 | 38 | 62 | 19 | 46 | 40 | 59 | 21 | 41 | 39 | 37 | 37 | 36 | 32 | 47 | 42 | 32 | 35 | 42 | 37 | 38 | 30 | 39 |
| TOTAL WELL | 46 | 49 | 91 | 20 | 62 | 46 | 83 | 24 | 49 | 52 | 46 | 44 | 46 | 41 | 63 | 54 | 41 | 47 | 55 | 47 | 48 | 37 | 50 |
| Fairly badly | 27 | 27 | 6 | 43 | 25 | 32 | 10 | 41 | 31 | 27 | 27 | 26 | 26 | 32 | 22 | 25 | 29 | 30 | 23 | 29 | 26 | 32 | 26 |
| Very badly | 17 | 15 | 1 | 29 | 4 | 16 | 4 | 26 | 12 | 16 | 14 | 13 | 15 | 19 | 10 | 13 | 18 | 13 | 13 | 14 | 17 | 22 | 14 |
| TOTAL BADLY | 44 | 42 | 7 | 72 | 29 | 48 | 14 | 67 | 43 | 43 | 41 | 39 | 41 | 51 | 32 | 38 | 47 | 43 | 36 | 43 | 43 | 54 | 40 |
| Don't know | 10 | 9 | 2 | 7 | 9 | 6 | 4 | 9 | 8 | 4 | 14 | 16 | 13 | 8 | 5 | 7 | 12 | 10 | 8 | 11 | 9 | 10 | 9 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | | Religious? | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

| | Oct 9-10 2014 | April 3-4 2015 | | | | | | |
|---|---------------|----------------|-----------|-----------|-----------|-----------|-----------|-----------|
| Do you think that Nigel Farage is doing well or badly as leader of UKIP? | | | | | | | | |
| Very well | 20 | 15 | 23 | 11 | 9 | 15 | 14 | 5 |
| Fairly well | 41 | 38 | 39 | 42 | 35 | 38 | 39 | 28 |
| TOTAL WELL | 61 | 53 | 62 | 53 | 44 | 53 | 53 | 33 |
| Fairly badly | 10 | 14 | 13 | 16 | 14 | 15 | 14 | 12 |
| Very badly | 16 | 21 | 21 | 23 | 21 | 22 | 22 | 6 |
| TOTAL BADLY | 26 | 35 | 34 | 39 | 35 | 37 | 36 | 18 |
| Don't know | 13 | 12 | 4 | 8 | 22 | 10 | 12 | 48 |

| | Mar 27-28 | April 3-4 | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Do you think the Conservative and Liberal Democrat coalition partners are working together well or badly? | | | | | | | | |
| Very well | 4 | 4 | 7 | 4 | 3 | 5 | 4 | 0 |
| Fairly well | 33 | 33 | 35 | 37 | 28 | 34 | 33 | 18 |
| TOTAL WELL | 37 | 37 | 42 | 41 | 31 | 39 | 37 | 18 |
| Fairly badly | 32 | 32 | 30 | 34 | 31 | 32 | 32 | 26 |
| Very badly | 22 | 22 | 24 | 20 | 21 | 18 | 24 | 19 |
| TOTAL BADLY | 54 | 54 | 54 | 52 | 50 | 56 | 45 | |
| Don't know | 10 | 9 | 4 | 5 | 17 | 12 | 7 | 37 |

| | | | | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Do you think this coalition government is good or bad for people like you? | | | | | | | | |
| Very good | 3 | 5 | 6 | 6 | 3 | 5 | 4 | 3 |
| Fairly good | 20 | 22 | 26 | 24 | 16 | 20 | 23 | 9 |
| TOTAL GOOD | 23 | 27 | 32 | 30 | 19 | 25 | 27 | 12 |
| Fairly bad | 26 | 23 | 21 | 25 | 23 | 22 | 24 | 15 |
| Very bad | 23 | 22 | 28 | 20 | 19 | 21 | 23 | 24 |
| TOTAL BAD | 49 | 45 | 49 | 45 | 42 | 43 | 47 | 39 |
| Doesn't make much difference either way | 22 | 23 | 17 | 21 | 29 | 24 | 22 | 13 |
| Don't know | 6 | 6 | 2 | 4 | 11 | 8 | 4 | 35 |

| | | | | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Do you think the coalition government is managing the economy well or badly? | | | | | | | | |
| Very well | 10 | 11 | 14 | 11 | 8 | 12 | 10 | 4 |
| Fairly well | 36 | 38 | 38 | 42 | 36 | 40 | 37 | 16 |
| TOTAL WELL | 46 | 49 | 52 | 53 | 44 | 52 | 47 | 20 |
| Fairly badly | 27 | 27 | 25 | 28 | 27 | 24 | 29 | 11 |
| Very badly | 17 | 15 | 19 | 12 | 14 | 13 | 16 | 13 |
| TOTAL BADLY | 44 | 42 | 44 | 40 | 41 | 37 | 45 | 24 |
| Don't know | 10 | 9 | 4 | 7 | 15 | 10 | 7 | 56 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | Mar 27-28 | April 3-4 | | | | | | | | | | | | | | | | | | | | | |
|--|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| In your opinion how good or bad is the state of Britain's economy at the moment? | | | | | | | | | | | | | | | | | | | | | | | |
| Very good | 3 | 4 | 11 | 1 | 1 | 0 | 8 | 2 | 1 | 5 | 2 | 5 | 3 | 2 | 6 | 4 | 3 | 6 | 4 | 4 | 3 | 1 | 4 |
| Quite good | 27 | 27 | 55 | 10 | 41 | 22 | 49 | 14 | 25 | 29 | 26 | 22 | 24 | 24 | 37 | 31 | 22 | 28 | 31 | 24 | 27 | 23 | 28 |
| TOTAL GOOD | 30 | 31 | 66 | 11 | 42 | 22 | 57 | 16 | 26 | 34 | 28 | 27 | 27 | 26 | 43 | 35 | 25 | 34 | 35 | 28 | 30 | 24 | 32 |
| Neither good nor bad | 30 | 32 | 24 | 35 | 38 | 35 | 26 | 33 | 41 | 31 | 32 | 32 | 30 | 32 | 33 | 32 | 32 | 30 | 31 | 35 | 31 | 31 | 32 |
| Quite bad | 26 | 25 | 8 | 38 | 11 | 31 | 13 | 35 | 24 | 24 | 25 | 27 | 25 | 28 | 18 | 24 | 26 | 25 | 22 | 26 | 25 | 30 | 24 |
| Very bad | 9 | 9 | 1 | 14 | 6 | 10 | 3 | 14 | 7 | 10 | 9 | 5 | 11 | 12 | 5 | 7 | 12 | 7 | 9 | 8 | 11 | 11 | 9 |
| TOTAL BAD | 35 | 34 | 9 | 52 | 17 | 41 | 16 | 49 | 31 | 34 | 34 | 32 | 36 | 40 | 23 | 31 | 38 | 32 | 31 | 34 | 36 | 41 | 33 |
| Don't know | 5 | 4 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 2 | 5 | 9 | 6 | 2 | 1 | 3 | 5 | 5 | 3 | 4 | 3 | 5 | 3 |
| How do you think the financial situation of your household will change over the next 12 months? | | | | | | | | | | | | | | | | | | | | | | | |
| Get a lot better | 3 | 2 | 4 | 2 | 2 | 1 | 3 | 2 | 1 | 3 | 1 | 3 | 3 | 1 | 2 | 2 | 2 | 3 | 2 | 2 | 1 | 3 | 2 |
| Get a little better | 17 | 18 | 31 | 10 | 22 | 14 | 27 | 10 | 16 | 21 | 14 | 24 | 19 | 16 | 16 | 20 | 15 | 23 | 19 | 15 | 17 | 16 | 18 |
| TOTAL BETTER | 20 | 20 | 35 | 12 | 24 | 15 | 30 | 12 | 17 | 24 | 15 | 27 | 22 | 17 | 18 | 22 | 17 | 26 | 21 | 17 | 18 | 19 | 20 |
| Stay about the same | 44 | 43 | 51 | 40 | 47 | 40 | 49 | 41 | 46 | 41 | 46 | 40 | 42 | 41 | 49 | 47 | 38 | 38 | 43 | 47 | 42 | 46 | 43 |
| Get a little worse | 22 | 20 | 7 | 25 | 20 | 27 | 11 | 26 | 22 | 20 | 20 | 13 | 17 | 24 | 20 | 18 | 22 | 19 | 19 | 22 | 20 | 23 | 20 |
| Get a lot worse | 8 | 9 | 1 | 16 | 3 | 11 | 5 | 13 | 7 | 9 | 9 | 5 | 9 | 11 | 8 | 6 | 13 | 6 | 9 | 9 | 11 | 6 | 9 |
| TOTAL WORSE | 30 | 29 | 8 | 41 | 23 | 38 | 16 | 39 | 29 | 29 | 29 | 18 | 26 | 35 | 28 | 24 | 35 | 25 | 28 | 31 | 31 | 29 | 29 |
| Don't know | 6 | 8 | 5 | 8 | 5 | 6 | 5 | 7 | 7 | 6 | 9 | 15 | 9 | 7 | 5 | 7 | 9 | 11 | 8 | 6 | 8 | 7 | 8 |
| Which of these would make the best Prime Minister? | | | | | | | | | | | | | | | | | | | | | | | |
| David Cameron | 35 | 36 | 95 | 5 | 25 | 17 | 75 | 10 | 27 | 36 | 35 | 31 | 30 | 33 | 46 | 40 | 30 | 32 | 42 | 35 | 33 | 28 | 37 |
| Ed Miliband | 23 | 24 | 0 | 70 | 10 | 3 | 3 | 54 | 25 | 26 | 22 | 24 | 24 | 26 | 21 | 23 | 26 | 29 | 19 | 24 | 27 | 27 | 24 |
| Nigel Farage | 8 | 8 | 1 | 1 | 0 | 57 | 7 | 4 | 6 | 9 | 6 | 9 | 7 | 9 | 7 | 6 | 10 | 7 | 9 | 8 | 10 | 2 | 8 |
| Nick Clegg | 6 | 6 | 0 | 2 | 40 | 3 | 2 | 3 | 18 | 7 | 5 | 7 | 9 | 4 | 5 | 7 | 5 | 7 | 6 | 6 | 5 | 8 | 6 |
| Don't know | 28 | 26 | 4 | 22 | 25 | 20 | 12 | 28 | 24 | 22 | 31 | 30 | 29 | 28 | 21 | 25 | 29 | 25 | 25 | 28 | 26 | 35 | 26 |
| Which party leader do you think is the most honest and trustworthy? | | | | | | | | | | | | | | | | | | | | | | | |
| Ed Miliband | 25 | 24 | 1 | 70 | 9 | 2 | 3 | 56 | 24 | 27 | 22 | 26 | 27 | 25 | 21 | 24 | 26 | 33 | 18 | 27 | 25 | 31 | 24 |
| David Cameron | 22 | 22 | 66 | 2 | 8 | 4 | 53 | 5 | 11 | 21 | 23 | 17 | 19 | 18 | 31 | 25 | 18 | 20 | 25 | 23 | 18 | 18 | 22 |
| Nigel Farage | 19 | 13 | 7 | 4 | 2 | 67 | 15 | 9 | 9 | 15 | 10 | 14 | 9 | 16 | 12 | 11 | 15 | 11 | 15 | 9 | 16 | 6 | 13 |
| Nick Clegg | 9 | 11 | 6 | 3 | 65 | 5 | 8 | 4 | 27 | 12 | 10 | 11 | 14 | 11 | 9 | 12 | 9 | 10 | 13 | 11 | 7 | 13 | 11 |
| Don't know | 34 | 30 | 20 | 21 | 17 | 22 | 21 | 26 | 29 | 25 | 35 | 33 | 32 | 30 | 27 | 29 | 32 | 25 | 29 | 29 | 34 | 32 | 30 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | | Religious? | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

| | Mar 27-28 | April 3-4 | | | | | | |
|---|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|
| In your opinion how good or bad is the state of Britain's economy at the moment? | | | | | | | | |
| Very good | 3 | 4 | 4 | 3 | 3 | 6 | 2 | 0 |
| Quite good | 27 | 27 | 28 | 32 | 23 | 30 | 27 | 10 |
| TOTAL GOOD | 30 | 31 | 32 | 35 | 26 | 36 | 29 | 10 |
| Neither good nor bad | 30 | 32 | 30 | 33 | 32 | 30 | 33 | 33 |
| Quite bad | 26 | 25 | 27 | 23 | 24 | 23 | 26 | 19 |
| Very bad | 9 | 9 | 10 | 8 | 9 | 8 | 10 | 6 |
| TOTAL BAD | 35 | 34 | 37 | 31 | 33 | 31 | 36 | 25 |
| Don't know | 5 | 4 | 0 | 1 | 8 | 4 | 2 | 31 |

| | | | | | | | | |
|--|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| How do you think the financial situation of your household will change over the next 12 months? | | | | | | | | |
| Get a lot better | 3 | 2 | 4 | 1 | 2 | 3 | 2 | 0 |
| Get a little better | 17 | 18 | 19 | 21 | 15 | 19 | 17 | 5 |
| TOTAL BETTER | 20 | 20 | 23 | 22 | 17 | 22 | 19 | 5 |
| Stay about the same | 44 | 43 | 39 | 45 | 45 | 43 | 43 | 43 |
| Get a little worse | 22 | 20 | 22 | 18 | 19 | 18 | 21 | 6 |
| Get a lot worse | 8 | 9 | 9 | 10 | 8 | 9 | 9 | 11 |
| TOTAL WORSE | 30 | 29 | 31 | 28 | 27 | 27 | 30 | 17 |
| Don't know | 6 | 8 | 6 | 6 | 11 | 7 | 7 | 36 |

| | | | | | | | | |
|---|----|----|----|----|----|----|----|----|
| Which of these would make the best Prime Minister? | | | | | | | | |
| David Cameron | 35 | 36 | 36 | 41 | 32 | 41 | 33 | 18 |
| Ed Miliband | 23 | 24 | 32 | 24 | 17 | 22 | 25 | 22 |
| Nigel Farage | 8 | 8 | 9 | 8 | 7 | 8 | 8 | 6 |
| Nick Clegg | 6 | 6 | 8 | 7 | 4 | 5 | 7 | 4 |
| Don't know | 28 | 26 | 15 | 21 | 40 | 24 | 27 | 51 |

| | | | | | | | | |
|--|----|----|----|----|----|----|----|----|
| Which party leader do you think is the most honest and trustworthy? | | | | | | | | |
| Ed Miliband | 25 | 24 | 31 | 26 | 18 | 22 | 26 | 23 |
| David Cameron | 22 | 22 | 22 | 25 | 20 | 26 | 20 | 10 |
| Nigel Farage | 19 | 13 | 17 | 12 | 10 | 14 | 12 | 7 |
| Nick Clegg | 9 | 11 | 15 | 10 | 8 | 10 | 11 | 0 |
| Don't know | 34 | 30 | 16 | 28 | 44 | 28 | 30 | 59 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | | Mar 27-28 | April 3-4 | | | | | | | | | | | | | | | | | | | | |
|--|-----------|--------------|--------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----|
| Which party leader do you think is most in touch with ordinary people's concerns? | | | | | | | | | | | | | | | | | | | | | | | |
| Nigel Farage | 23 | 28 | 31 | 11 | 18 | 87 | 39 | 17 | 24 | 32 | 24 | 22 | 19 | 31 | 35 | 26 | 31 | 22 | 31 | 27 | 30 | 22 | 28 |
| Ed Miliband | 26 | 25 | 3 | 70 | 12 | 3 | 5 | 57 | 23 | 27 | 23 | 28 | 24 | 28 | 22 | 24 | 27 | 31 | 19 | 26 | 30 | 26 | 25 |
| David Cameron | 13 | 11 | 35 | 2 | 4 | 1 | 27 | 3 | 5 | 9 | 13 | 7 | 12 | 9 | 14 | 12 | 9 | 12 | 12 | 10 | 10 | 8 | 11 |
| Nick Clegg | 8 | 9 | 7 | 4 | 40 | 2 | 7 | 4 | 19 | 10 | 8 | 11 | 14 | 7 | 6 | 11 | 6 | 10 | 11 | 8 | 7 | 10 | 9 |
| Don't know | 30 | 27 | 24 | 14 | 26 | 7 | 22 | 18 | 29 | 22 | 32 | 33 | 32 | 24 | 23 | 27 | 27 | 25 | 28 | 28 | 24 | 33 | 26 |
| Which party leader do you think is the most genuine and authentic? | | | | | | | | | | | | | | | | | | | | | | | |
| Ed Miliband | 24 | 23 | 1 | 66 | 6 | 1 | 3 | 53 | 22 | 25 | 22 | 26 | 24 | 24 | 19 | 22 | 24 | 30 | 17 | 24 | 25 | 27 | 23 |
| Nigel Farage | 16 | 19 | 17 | 8 | 8 | 77 | 25 | 14 | 13 | 24 | 15 | 22 | 16 | 21 | 20 | 18 | 21 | 17 | 22 | 16 | 22 | 11 | 20 |
| David Cameron | 18 | 18 | 57 | 2 | 4 | 3 | 44 | 4 | 10 | 17 | 20 | 10 | 16 | 15 | 27 | 20 | 16 | 19 | 20 | 17 | 17 | 17 | 18 |
| Nick Clegg | 9 | 11 | 8 | 4 | 58 | 3 | 7 | 5 | 28 | 13 | 10 | 14 | 15 | 10 | 9 | 14 | 9 | 14 | 13 | 10 | 8 | 13 | 11 |
| Don't know | 33 | 28 | 18 | 18 | 22 | 16 | 20 | 24 | 27 | 21 | 34 | 29 | 30 | 30 | 24 | 27 | 30 | 21 | 27 | 32 | 27 | 33 | 27 |
| How interesting or boring have you found the general election campaign so far? | | | | | | | | | | | | | | | | | | | | | | | |
| Very interesting | 9 | 12 | 12 | 6 | 8 | 10 | 10 | 8 | 11 | 8 | 13 | 13 | 6 | 8 | 10 | 8 | 8 | 8 | 8 | 8 | 11 | 13 | 9 |
| Fairly interesting | 33 | 38 | 38 | 41 | 27 | 34 | 33 | 37 | 35 | 30 | 37 | 30 | 35 | 31 | 34 | 31 | 34 | 34 | 34 | 30 | 34 | 31 | 33 |
| TOTAL INTERESTING | 42 | 50 | 50 | 47 | 35 | 44 | 43 | 45 | 46 | 38 | 50 | 43 | 41 | 39 | 44 | 39 | 42 | 42 | 38 | 45 | 44 | 42 | |
| Fairly boring | 34 | 34 | 32 | 33 | 38 | 35 | 36 | 35 | 33 | 35 | 30 | 34 | 35 | 35 | 35 | 33 | 38 | 34 | 35 | 33 | 35 | 34 | |
| Very boring | 17 | 12 | 13 | 17 | 24 | 17 | 14 | 15 | 17 | 16 | 10 | 10 | 18 | 23 | 15 | 19 | 9 | 19 | 19 | 16 | 17 | 17 | |
| TOTAL BORING | 51 | 46 | 45 | 50 | 62 | 52 | 50 | 50 | 50 | 51 | 40 | 44 | 53 | 58 | 50 | 52 | 47 | 53 | 54 | 49 | 52 | 51 | |
| Not sure | 7 | 5 | 5 | 3 | 4 | 5 | 6 | 4 | 4 | 11 | 11 | 12 | 6 | 3 | 5 | 10 | 11 | 5 | 8 | 8 | 4 | 8 | |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | | Religious? | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

| | Mar 27-28 | April 3-4 | | | | | | |
|--|--------------|--------------|----|----|----|----|----|----|
| Which party leader do you think is most in touch with ordinary people's concerns? | | | | | | | | |
| Nigel Farage | 23 | 28 | 34 | 26 | 24 | 30 | 27 | 6 |
| Ed Miliband | 26 | 25 | 32 | 26 | 19 | 25 | 26 | 25 |
| David Cameron | 13 | 11 | 10 | 12 | 11 | 14 | 9 | 10 |
| Nick Clegg | 8 | 9 | 11 | 12 | 5 | 8 | 10 | 8 |
| Don't know | 30 | 27 | 13 | 24 | 41 | 24 | 28 | 51 |

| | | | | | | | | |
|---|----|----|----|----|----|----|----|----|
| Which party leader do you think is the most genuine and authentic? | | | | | | | | |
| Ed Miliband | 24 | 23 | 29 | 25 | 16 | 21 | 24 | 21 |
| Nigel Farage | 16 | 19 | 25 | 17 | 16 | 18 | 20 | 13 |
| David Cameron | 18 | 18 | 18 | 21 | 16 | 24 | 15 | 10 |
| Nick Clegg | 9 | 11 | 15 | 13 | 7 | 9 | 13 | 0 |
| Don't know | 33 | 28 | 12 | 23 | 45 | 27 | 28 | 57 |

| | | | | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--|
| How interesting or boring have you found the general election campaign so far? | | | | | | | | |
| Very interesting | 9 | 22 | 5 | 2 | 11 | 9 | 0 | |
| Fairly interesting | 33 | 49 | 37 | 15 | 34 | 32 | 26 | |
| TOTAL INTERESTING | 42 | 71 | 42 | 17 | 45 | 41 | 26 | |
| Fairly boring | 34 | 21 | 42 | 39 | 32 | 36 | 21 | |
| Very boring | 17 | 6 | 12 | 29 | 15 | 17 | 15 | |
| TOTAL BORING | 51 | 27 | 54 | 68 | 47 | 53 | 36 | |
| Not sure | 7 | 2 | 4 | 15 | 8 | 6 | 39 | |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

And how closely have you been following the general election campaign so far?

| | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very closely | 15 | 15 | 18 | 12 | 19 | 16 | 15 | 14 | 20 | 9 | 20 | 15 | 13 | 14 | 17 | 12 | 13 | 14 | 14 | 16 | 17 | 14 |
| Fairly closely | 42 | 47 | 48 | 46 | 33 | 43 | 46 | 46 | 46 | 37 | 36 | 42 | 41 | 45 | 44 | 38 | 51 | 41 | 39 | 40 | 40 | 42 |
| TOTAL CLOSELY | 57 | 62 | 66 | 58 | 52 | 59 | 61 | 60 | 66 | 46 | 56 | 57 | 54 | 59 | 61 | 50 | 64 | 55 | 53 | 56 | 57 | 56 |
| Not very closely | 32 | 34 | 26 | 34 | 37 | 33 | 32 | 30 | 24 | 39 | 26 | 29 | 35 | 33 | 31 | 33 | 28 | 33 | 30 | 32 | 37 | 31 |
| Not at all | 9 | 4 | 6 | 7 | 8 | 7 | 4 | 9 | 8 | 10 | 10 | 8 | 11 | 8 | 7 | 12 | 6 | 10 | 13 | 8 | 4 | 10 |
| TOTAL NOT CLOSELY/NOT AT ALL | 41 | 38 | 32 | 41 | 45 | 40 | 36 | 39 | 32 | 49 | 36 | 37 | 46 | 41 | 38 | 45 | 34 | 43 | 43 | 40 | 41 | 41 |
| Don't know | 3 | 0 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 4 | 9 | 6 | 1 | 0 | 1 | 5 | 2 | 3 | 3 | 4 | 2 | 3 |

On Thursday night there was a televised debate between the seven party leaders.

Did you watch the programme or see clips or other coverage of it?

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, I watched all the programme | 33 | 32 | 39 | 38 | 35 | 33 | 36 | 34 | 38 | 27 | 35 | 32 | 31 | 34 | 35 | 30 | 34 | 33 | 29 | 33 | 36 | 32 |
| Yes, I watched some of the programme or reports of it on other media | 29 | 35 | 30 | 30 | 26 | 31 | 30 | 31 | 28 | 31 | 25 | 31 | 29 | 29 | 32 | 26 | 33 | 29 | 27 | 29 | 30 | 29 |
| No, I did not see any of the programme | 38 | 33 | 31 | 32 | 39 | 36 | 34 | 35 | 34 | 42 | 41 | 37 | 40 | 37 | 34 | 44 | 33 | 38 | 44 | 38 | 34 | 39 |

Which leader do you think came across the best in the debate?

[To those who watched all/some of the TV debate or saw clips in the media. N=1190]

| | | | | | | | | | | | | | | | | | | | | | | |
|-----------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Nicola Sturgeon | 32 | 20 | 34 | 42 | 19 | 21 | 33 | 43 | 32 | 32 | 27 | 31 | 35 | 32 | 35 | 28 | 33 | 27 | 31 | 26 | 68 | 28 |
| David Cameron | 19 | 52 | 3 | 10 | 4 | 40 | 4 | 10 | 17 | 21 | 23 | 15 | 15 | 25 | 21 | 15 | 17 | 20 | 18 | 22 | 11 | 20 |
| Ed Miliband | 14 | 1 | 37 | 9 | 2 | 3 | 32 | 12 | 17 | 12 | 19 | 13 | 15 | 13 | 10 | 20 | 17 | 11 | 17 | 16 | 11 | 15 |
| Nigel Farage | 12 | 8 | 7 | 3 | 59 | 17 | 9 | 9 | 15 | 10 | 9 | 11 | 16 | 11 | 10 | 16 | 9 | 17 | 11 | 13 | 2 | 14 |
| Nick Clegg | 4 | 3 | 2 | 21 | 1 | 4 | 2 | 8 | 4 | 4 | 8 | 6 | 3 | 2 | 5 | 3 | 4 | 4 | 7 | 3 | 0 | 4 |
| Natalie Bennett | 3 | 2 | 3 | 4 | 3 | 1 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 2 | 3 | 3 | 2 | 6 | 2 | 3 | 1 | 4 |
| Leanne Wood | 3 | 1 | 3 | 5 | 3 | 2 | 2 | 4 | 3 | 2 | 2 | 4 | 1 | 3 | 2 | 3 | 2 | 3 | 4 | 2 | 1 | 3 |
| Not sure | 12 | 13 | 12 | 6 | 9 | 13 | 12 | 9 | 9 | 16 | 7 | 15 | 12 | 12 | 13 | 12 | 16 | 12 | 12 | 14 | 5 | 13 |

In the debate Nigel Farage highlighted the issue of immigrants with HIV coming to Britain and receiving treatment on the NHS.

Would you support or oppose people coming to live in the UK being banned from receiving treatment on the NHS for a period of five years?

| | | | | | | | | | | | | | | | | | | | | | | |
|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Support a ban | 50 | 62 | 37 | 34 | 89 | 66 | 44 | 38 | 50 | 50 | 33 | 42 | 55 | 58 | 45 | 57 | 42 | 51 | 49 | 56 | 43 | 51 |
| Oppose a ban | 34 | 23 | 50 | 50 | 5 | 20 | 41 | 46 | 38 | 31 | 52 | 39 | 29 | 28 | 40 | 26 | 42 | 31 | 36 | 30 | 44 | 33 |
| Don't know | 16 | 16 | 14 | 17 | 6 | 14 | 15 | 16 | 12 | 19 | 15 | 18 | 15 | 13 | 15 | 16 | 16 | 17 | 15 | 14 | 13 | 16 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | | Religious? | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

And how closely have you been following the general election campaign so far?

| | | | | | | | |
|-------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very closely | 15 | 34 | 9 | 3 | 16 | 14 | 4 |
| Fairly closely | 42 | 56 | 55 | 19 | 42 | 42 | 19 |
| TOTAL CLOSELY | 57 | 90 | 64 | 22 | 58 | 56 | 23 |
| Not very closely | 32 | 9 | 34 | 49 | 30 | 32 | 38 |
| Not at all | 9 | 0 | 1 | 22 | 9 | 9 | 7 |
| TOTAL NOT CLOSELY/NOT AT ALL | 41 | 9 | 35 | 71 | 39 | 41 | 45 |
| Don't know | 3 | 0 | 1 | 6 | 2 | 3 | 31 |

On Thursday night there was a televised debate between the seven party leaders.

Did you watch the programme or see clips or other coverage of it?

| | | | | | | | |
|---|----|-----|-----|-----|----|----|----|
| Yes, I watched all the programme | 33 | 100 | 0 | 0 | 35 | 31 | 30 |
| Yes, I watched some of the programme or saw clips or reports of it on other media | 29 | 0 | 100 | 0 | 28 | 30 | 21 |
| No, I did not see any of the programme | 38 | 0 | 0 | 100 | 37 | 39 | 49 |

Which leader do you think came across the best in the debate?

[To those who watched all/some of the TV debate or saw clips in the media. N=1190]

| | | | | | | | |
|-----------------|----|----|----|---|----|----|----|
| Nicola Sturgeon | 32 | 34 | 29 | 0 | 27 | 35 | 21 |
| David Cameron | 19 | 19 | 19 | 0 | 26 | 15 | 8 |
| Ed Miliband | 14 | 16 | 12 | 0 | 13 | 15 | 28 |
| Nigel Farage | 12 | 15 | 10 | 0 | 12 | 13 | 7 |
| Nick Clegg | 4 | 4 | 4 | 0 | 4 | 4 | 8 |
| Natalie Bennett | 3 | 3 | 3 | 0 | 3 | 3 | 4 |
| Leanne Wood | 3 | 3 | 2 | 0 | 3 | 3 | 0 |
| Not sure | 12 | 5 | 20 | 0 | 11 | 13 | 24 |

In the debate Nigel Farage highlighted the issue of immigrants with HIV coming to Britain and receiving treatment on the NHS.

Would you support or oppose people coming to live in the UK being banned from receiving treatment on the NHS for a period of five years?

| | | | | | | | |
|---------------|----|----|----|----|----|----|----|
| Support a ban | 50 | 49 | 48 | 53 | 53 | 49 | 34 |
| Oppose a ban | 34 | 39 | 39 | 26 | 31 | 37 | 18 |
| Don't know | 16 | 12 | 13 | 21 | 17 | 14 | 48 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales | |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 | |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

And thinking specifically about Nigel Farage's comments, which of the following best reflects your view?

| | | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Nigel Farage was right to raise this issue - immigrants with serious conditions like HIV are costing the health service a large amount of money | 52 | 64 | 37 | 30 | 96 | 69 | 45 | 38 | 51 | 52 | 34 | 42 | 58 | 61 | 47 | 58 | 42 | 52 | 51 | 59 | 43 | 53 |
| Nigel Farage was just scaremongering - compared to the total cost of the NHS this is a drop in the ocean | 37 | 28 | 54 | 58 | 1 | 25 | 44 | 53 | 41 | 34 | 50 | 46 | 31 | 32 | 43 | 29 | 47 | 37 | 39 | 30 | 42 | 37 |
| Don't know | 11 | 8 | 9 | 12 | 3 | 7 | 11 | 9 | 8 | 14 | 15 | 13 | 11 | 8 | 10 | 13 | 11 | 11 | 9 | 10 | 15 | 11 |

Mar 12-13
April 3-4

Imagine there is a hung Parliament after the next election, with the SNP holding the balance of power that is, has enough seats to determine which of the two main parties was able to form a government).

Do you think it would be a good or bad thing if the SNP held the balance of power in a hung Parliament?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A very good thing | 5 | 8 | 2 | 10 | 7 | 0 | 1 | 10 | 10 | 10 | 6 | 11 | 13 | 7 | 5 | 9 | 6 | 8 | 6 | 4 | 5 | 35 | 6 |
| A fairly good thing | 10 | 16 | 5 | 24 | 27 | 12 | 5 | 22 | 24 | 16 | 16 | 16 | 17 | 16 | 14 | 17 | 13 | 15 | 14 | 18 | 14 | 22 | 15 |
| TOTAL GOOD THING | 15 | 24 | 7 | 34 | 34 | 12 | 6 | 32 | 34 | 26 | 22 | 27 | 30 | 23 | 19 | 26 | 19 | 23 | 20 | 22 | 19 | 57 | 21 |
| A fairly bad thing | 19 | 21 | 19 | 29 | 26 | 19 | 18 | 27 | 25 | 20 | 21 | 17 | 19 | 23 | 22 | 20 | 22 | 25 | 21 | 23 | 20 | 11 | 22 |
| A very bad thing | 44 | 37 | 67 | 18 | 25 | 51 | 67 | 22 | 21 | 43 | 31 | 29 | 31 | 33 | 49 | 40 | 32 | 34 | 42 | 35 | 39 | 19 | 38 |
| TOTAL BAD THING | 63 | 58 | 86 | 47 | 51 | 70 | 85 | 49 | 46 | 63 | 52 | 46 | 50 | 56 | 71 | 60 | 54 | 59 | 63 | 58 | 59 | 30 | 60 |
| Don't know | 22 | 19 | 8 | 18 | 15 | 17 | 9 | 19 | 19 | 11 | 26 | 26 | 21 | 21 | 10 | 13 | 26 | 18 | 18 | 20 | 21 | 13 | 19 |

Do you think it would be a good or bad thing if the SNP was part of a coalition government at Westminster after the next election?

| | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| A very good thing | 4 | 7 | 0 | 9 | 3 | 1 | 1 | 8 | 9 | 7 | 6 | 8 | 9 | 6 | 4 | 7 | 6 | 6 | 5 | 4 | 4 | 28 | 5 |
| A fairly good thing | 11 | 18 | 8 | 28 | 34 | 12 | 6 | 26 | 26 | 19 | 18 | 22 | 19 | 19 | 14 | 20 | 16 | 16 | 16 | 21 | 17 | 28 | 17 |
| TOTAL GOOD THING | 15 | 25 | 8 | 37 | 37 | 13 | 7 | 34 | 35 | 26 | 24 | 30 | 28 | 25 | 18 | 27 | 22 | 22 | 21 | 25 | 21 | 56 | 22 |
| A fairly bad thing | 21 | 22 | 21 | 25 | 30 | 21 | 23 | 25 | 26 | 22 | 22 | 15 | 22 | 24 | 22 | 23 | 21 | 22 | 24 | 24 | 21 | 13 | 23 |
| A very bad thing | 43 | 34 | 61 | 18 | 19 | 51 | 61 | 23 | 18 | 40 | 28 | 29 | 27 | 31 | 46 | 36 | 32 | 34 | 37 | 32 | 37 | 21 | 35 |
| TOTAL BAD THING | 64 | 56 | 82 | 43 | 49 | 72 | 84 | 48 | 44 | 62 | 50 | 44 | 49 | 55 | 68 | 59 | 53 | 56 | 61 | 56 | 58 | 34 | 58 |
| Don't know | 21 | 19 | 10 | 20 | 15 | 15 | 10 | 18 | 21 | 11 | 26 | 26 | 22 | 19 | 13 | 14 | 26 | 21 | 19 | 19 | 21 | 10 | 20 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | Religious? | | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

And thinking specifically about Nigel Farage's comments, which of the following best reflects your view?

| | | | | | | | |
|---|-----------|----|----|----|----|----|----|
| Nigel Farage was right to raise this issue - immigrants with serious conditions like HIV are costing the health service a large amount of money | 52 | 50 | 53 | 52 | 54 | 51 | 45 |
| Nigel Farage was just scaremongering - compared to the total cost of the NHS this is a drop in the ocean | 37 | 46 | 38 | 30 | 33 | 41 | 13 |
| Don't know | 11 | 4 | 10 | 18 | 13 | 9 | 41 |

| | Mar 12-13 | April 3-4 | | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Imagine there is a hung Parliament after the next election, with the SNP holding the balance of power that is, has enough seats to determine which of the two main parties was able to form a government). | | | | | | | | |
| Do you think it would be a good or bad thing if the SNP held the balance of power in a hung Parliament? | | | | | | | | |
| A very good thing | 5 | 8 | 13 | 8 | 4 | 8 | 8 | 9 |
| A fairly good thing | 10 | 16 | 21 | 16 | 11 | 15 | 16 | 15 |
| TOTAL GOOD THING | 15 | 24 | 34 | 24 | 15 | 23 | 24 | 24 |
| A fairly bad thing | 19 | 21 | 19 | 27 | 18 | 19 | 23 | 3 |
| A very bad thing | 44 | 37 | 39 | 35 | 36 | 38 | 36 | 19 |
| TOTAL BAD THING | 63 | 58 | 58 | 62 | 54 | 57 | 59 | 22 |
| Don't know | 22 | 19 | 8 | 14 | 31 | 20 | 17 | 54 |
| Do you think it would be a good or bad thing if the SNP was part of a coalition government at Westminster after the next election? | | | | | | | | |
| A very good thing | 4 | 7 | 12 | 6 | 3 | 6 | 7 | 5 |
| A fairly good thing | 11 | 18 | 24 | 19 | 13 | 18 | 18 | 18 |
| TOTAL GOOD THING | 15 | 25 | 36 | 25 | 16 | 24 | 25 | 23 |
| A fairly bad thing | 21 | 22 | 19 | 27 | 20 | 21 | 23 | 3 |
| A very bad thing | 43 | 34 | 36 | 33 | 33 | 37 | 33 | 18 |
| TOTAL BAD THING | 64 | 56 | 55 | 60 | 53 | 58 | 56 | 21 |
| Don't know | 21 | 19 | 9 | 15 | 31 | 18 | 19 | 56 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | Mar 27-28 | April 3-4 | | | | | | | | | | | | | | | | | | | | | |
|--|-----------|-----------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Who do you think is a better party leader - David Cameron or Nicola Sturgeon? | | | | | | | | | | | | | | | | | | | | | | | |
| David Cameron | 42 | 39 | 83 | 13 | 35 | 42 | 76 | 17 | 27 | 41 | 37 | 35 | 36 | 35 | 48 | 42 | 35 | 35 | 44 | 41 | 38 | 21 | 41 |
| Nicola Sturgeon | 21 | 36 | 7 | 61 | 39 | 30 | 12 | 56 | 47 | 40 | 32 | 38 | 35 | 37 | 35 | 38 | 34 | 36 | 31 | 32 | 36 | 65 | 33 |
| Not sure | 37 | 25 | 9 | 26 | 26 | 27 | 12 | 27 | 26 | 19 | 31 | 27 | 29 | 28 | 18 | 20 | 31 | 28 | 25 | 27 | 26 | 14 | 26 |
| Who do you think is a better party leader - Ed Miliband or Nicola Sturgeon? | | | | | | | | | | | | | | | | | | | | | | | |
| Ed Miliband | 29 | 27 | 12 | 59 | 24 | 22 | 14 | 52 | 23 | 30 | 25 | 28 | 28 | 30 | 23 | 25 | 31 | 29 | 24 | 30 | 31 | 22 | 28 |
| Nicola Sturgeon | 26 | 46 | 65 | 25 | 52 | 49 | 58 | 29 | 55 | 50 | 42 | 45 | 44 | 44 | 50 | 52 | 38 | 45 | 46 | 41 | 42 | 70 | 44 |
| Not sure | 45 | 27 | 23 | 16 | 25 | 29 | 28 | 19 | 22 | 19 | 33 | 26 | 28 | 26 | 26 | 24 | 31 | 26 | 30 | 29 | 27 | 8 | 28 |

If the Conservatives win the coming election, do you think this will be good or bad for each of the following?

The people who own shares in big businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 45 | 31 | 60 | 44 | 45 | 33 | 56 | 51 | 50 | 40 | 42 | 42 | 44 | 49 | 45 | 43 | 48 | 44 | 39 | 45 | 55 | 44 |
| Fairly good | 33 | 47 | 25 | 37 | 33 | 44 | 26 | 32 | 34 | 31 | 32 | 31 | 33 | 34 | 37 | 27 | 31 | 36 | 34 | 30 | 26 | 33 |
| TOTAL GOOD | 78 | 78 | 85 | 81 | 78 | 77 | 82 | 83 | 84 | 71 | 74 | 73 | 77 | 83 | 82 | 70 | 79 | 80 | 73 | 75 | 81 | 77 |
| Neither good nor bad | 11 | 15 | 7 | 12 | 11 | 14 | 7 | 8 | 9 | 12 | 7 | 9 | 13 | 11 | 9 | 13 | 11 | 9 | 11 | 12 | 11 | 11 |
| Fairly bad | 1 | 0 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 0 | 1 | 2 | 1 | 1 | 1 |
| Very bad | 1 | 0 | 2 | 0 | 0 | 0 | 2 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 1 |
| TOTAL BAD | 2 | 0 | 4 | 1 | 2 | 1 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 1 | 2 | 3 | 1 | 2 | 3 | 2 | 1 | 2 |
| Don't know | 10 | 7 | 4 | 5 | 8 | 9 | 7 | 7 | 5 | 15 | 17 | 16 | 8 | 5 | 8 | 14 | 9 | 10 | 13 | 11 | 7 | 11 |

The people who work for big businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 22 | 22 | 25 | 21 | 26 | 21 | 22 | 24 | 22 | 22 | 20 | 21 | 19 | 27 | 22 | 21 | 24 | 25 | 21 | 19 | 16 | 22 |
| Fairly good | 34 | 50 | 24 | 33 | 34 | 46 | 27 | 31 | 36 | 31 | 36 | 30 | 32 | 38 | 37 | 29 | 31 | 35 | 34 | 33 | 30 | 34 |
| TOTAL GOOD | 56 | 72 | 49 | 54 | 60 | 67 | 49 | 55 | 58 | 53 | 56 | 51 | 51 | 65 | 59 | 50 | 55 | 60 | 55 | 52 | 46 | 56 |
| Neither good nor bad | 22 | 20 | 22 | 30 | 22 | 21 | 24 | 23 | 23 | 22 | 15 | 19 | 27 | 22 | 20 | 25 | 26 | 19 | 21 | 23 | 33 | 21 |
| Fairly bad | 8 | 1 | 15 | 7 | 10 | 2 | 12 | 12 | 9 | 7 | 10 | 8 | 7 | 7 | 8 | 7 | 9 | 8 | 8 | 7 | 7 | 8 |
| Very bad | 4 | 0 | 9 | 4 | 1 | 1 | 8 | 5 | 5 | 3 | 1 | 5 | 6 | 2 | 4 | 4 | 3 | 3 | 5 | 5 | 7 | 4 |
| TOTAL BAD | 12 | 1 | 24 | 11 | 11 | 3 | 20 | 17 | 14 | 10 | 11 | 13 | 13 | 9 | 12 | 11 | 12 | 11 | 13 | 12 | 14 | 12 |
| Don't know | 11 | 7 | 5 | 5 | 7 | 8 | 7 | 6 | 6 | 15 | 18 | 17 | 9 | 4 | 8 | 14 | 7 | 10 | 12 | 12 | 7 | 11 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | | Religious? | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

| | Mar 27-28 | April 3-4 | | | | | | |
|--|--------------|--------------|----|----|----|----|----|----|
| Who do you think is a better party leader - David Cameron or Nicola Sturgeon? | | | | | | | | |
| David Cameron | 42 | 39 | 39 | 41 | 37 | 43 | 37 | 24 |
| Nicola Sturgeon | 21 | 36 | 50 | 37 | 23 | 32 | 38 | 21 |
| Not sure | 37 | 25 | 11 | 22 | 40 | 24 | 25 | 55 |
| Who do you think is a better party leader - Ed Miliband or Nicola Sturgeon? | | | | | | | | |
| Ed Miliband | 29 | 27 | 33 | 26 | 24 | 29 | 27 | 18 |
| Nicola Sturgeon | 26 | 46 | 55 | 53 | 33 | 45 | 47 | 27 |
| Not sure | 45 | 27 | 12 | 21 | 43 | 27 | 26 | 55 |

If the Conservatives win the coming election, do you think this will be good or bad for each of the following?

The people who own shares in big businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 45 | 53 | 48 | 34 | 43 | 46 | 25 |
| Fairly good | 33 | 33 | 33 | 32 | 33 | 33 | 12 |
| TOTAL GOOD | 78 | 86 | 81 | 66 | 76 | 79 | 37 |
| Neither good nor bad | 11 | 8 | 11 | 13 | 9 | 11 | 14 |
| Fairly bad | 1 | 1 | 1 | 1 | 3 | 0 | 3 |
| Very bad | 1 | 1 | 0 | 1 | 1 | 1 | 4 |
| TOTAL BAD | 2 | 2 | 1 | 2 | 4 | 1 | 7 |
| Don't know | 10 | 3 | 7 | 19 | 11 | 9 | 42 |

The people who work for big businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 22 | 26 | 24 | 16 | 22 | 22 | 2 |
| Fairly good | 34 | 36 | 36 | 29 | 38 | 32 | 21 |
| TOTAL GOOD | 56 | 62 | 60 | 45 | 60 | 54 | 23 |
| Neither good nor bad | 22 | 19 | 22 | 25 | 20 | 23 | 28 |
| Fairly bad | 8 | 9 | 7 | 8 | 7 | 9 | 3 |
| Very bad | 4 | 5 | 4 | 3 | 3 | 5 | 6 |
| TOTAL BAD | 12 | 14 | 11 | 11 | 10 | 14 | 9 |
| Don't know | 11 | 4 | 7 | 19 | 11 | 10 | 40 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales | |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 | |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

The people who buy the goods and services provided by big businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 11 | 20 | 7 | 8 | 12 | 17 | 9 | 6 | 11 | 11 | 9 | 9 | 9 | 17 | 11 | 11 | 15 | 12 | 10 | 11 | 5 | 12 |
| Fairly good | 26 | 51 | 13 | 23 | 25 | 45 | 14 | 22 | 29 | 24 | 26 | 27 | 22 | 31 | 30 | 22 | 28 | 28 | 27 | 26 | 18 | 27 |
| TOTAL GOOD | 37 | 71 | 20 | 31 | 37 | 62 | 23 | 28 | 40 | 35 | 35 | 36 | 31 | 48 | 41 | 33 | 43 | 40 | 37 | 37 | 23 | 39 |
| Neither good nor bad | 29 | 20 | 31 | 44 | 36 | 24 | 31 | 35 | 30 | 28 | 25 | 24 | 36 | 28 | 29 | 29 | 30 | 28 | 28 | 28 | 40 | 28 |
| Fairly bad | 16 | 1 | 29 | 14 | 14 | 6 | 24 | 21 | 17 | 14 | 18 | 14 | 17 | 14 | 15 | 17 | 12 | 15 | 17 | 15 | 22 | 15 |
| Very bad | 6 | 0 | 15 | 5 | 4 | 0 | 14 | 7 | 7 | 5 | 4 | 9 | 7 | 5 | 6 | 7 | 6 | 6 | 5 | 8 | 7 | 6 |
| TOTAL BAD | 22 | 1 | 44 | 19 | 18 | 6 | 38 | 28 | 24 | 19 | 22 | 23 | 24 | 19 | 21 | 24 | 18 | 21 | 22 | 23 | 29 | 21 |
| Don't know | 11 | 7 | 5 | 6 | 8 | 8 | 7 | 8 | 6 | 16 | 18 | 17 | 9 | 5 | 9 | 14 | 9 | 10 | 12 | 13 | 9 | 11 |

The general contribution that big businesses make to Britain's economy

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 15 | 32 | 7 | 10 | 16 | 28 | 9 | 9 | 15 | 15 | 10 | 12 | 11 | 23 | 15 | 14 | 19 | 17 | 13 | 14 | 8 | 16 |
| Fairly good | 30 | 50 | 20 | 30 | 32 | 44 | 23 | 29 | 31 | 30 | 31 | 27 | 30 | 33 | 34 | 25 | 32 | 33 | 30 | 28 | 28 | 31 |
| TOTAL GOOD | 45 | 82 | 27 | 40 | 48 | 72 | 32 | 38 | 46 | 45 | 41 | 39 | 41 | 56 | 49 | 39 | 51 | 50 | 43 | 42 | 36 | 47 |
| Neither good nor bad | 25 | 11 | 31 | 30 | 31 | 15 | 32 | 28 | 25 | 24 | 23 | 19 | 30 | 24 | 23 | 27 | 22 | 22 | 27 | 26 | 31 | 24 |
| Fairly bad | 11 | 1 | 20 | 17 | 8 | 4 | 14 | 17 | 13 | 9 | 11 | 13 | 11 | 8 | 11 | 11 | 10 | 11 | 9 | 11 | 15 | 10 |
| Very bad | 7 | 0 | 13 | 6 | 6 | 1 | 13 | 9 | 9 | 5 | 6 | 9 | 7 | 6 | 7 | 7 | 5 | 7 | 7 | 7 | 9 | 7 |
| TOTAL BAD | 18 | 1 | 33 | 23 | 14 | 5 | 27 | 26 | 22 | 14 | 17 | 22 | 18 | 14 | 18 | 18 | 15 | 18 | 16 | 18 | 24 | 17 |
| Don't know | 12 | 6 | 9 | 8 | 7 | 8 | 10 | 8 | 7 | 17 | 19 | 19 | 10 | 6 | 10 | 15 | 12 | 11 | 14 | 14 | 9 | 12 |

And if Labour wins the coming election, do you think this will be good or bad for each of the following?

The people who own shares in big businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 4 | 1 | 8 | 1 | 4 | 1 | 8 | 3 | 5 | 4 | 3 | 6 | 4 | 4 | 4 | 5 | 5 | 4 | 3 | 5 | 8 | 4 |
| Fairly good | 16 | 6 | 30 | 13 | 15 | 7 | 28 | 19 | 18 | 15 | 16 | 18 | 17 | 15 | 16 | 17 | 16 | 16 | 19 | 14 | 21 | 16 |
| TOTAL GOOD | 20 | 7 | 38 | 14 | 19 | 8 | 36 | 22 | 23 | 19 | 19 | 24 | 21 | 19 | 20 | 22 | 21 | 20 | 22 | 19 | 29 | 20 |
| Neither good nor bad | 31 | 18 | 40 | 42 | 33 | 18 | 41 | 34 | 33 | 29 | 30 | 29 | 36 | 27 | 30 | 33 | 33 | 29 | 28 | 33 | 39 | 30 |
| Fairly bad | 25 | 45 | 14 | 28 | 24 | 41 | 12 | 28 | 27 | 24 | 23 | 21 | 23 | 33 | 29 | 20 | 29 | 28 | 27 | 22 | 14 | 26 |
| Very bad | 9 | 22 | 2 | 7 | 13 | 21 | 2 | 5 | 12 | 7 | 7 | 6 | 9 | 14 | 9 | 9 | 8 | 10 | 7 | 12 | 6 | 10 |
| TOTAL BAD | 34 | 67 | 16 | 35 | 37 | 62 | 14 | 33 | 39 | 31 | 30 | 27 | 32 | 47 | 38 | 29 | 37 | 38 | 34 | 34 | 20 | 36 |
| Don't know | 13 | 9 | 6 | 10 | 10 | 11 | 10 | 10 | 6 | 20 | 21 | 19 | 11 | 8 | 11 | 16 | 10 | 12 | 17 | 15 | 12 | 14 |

The people who work for big businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 5 | 2 | 11 | 2 | 4 | 2 | 10 | 4 | 6 | 5 | 4 | 6 | 5 | 4 | 4 | 7 | 6 | 4 | 6 | 5 | 8 | 5 |
| Fairly good | 23 | 9 | 44 | 23 | 16 | 11 | 38 | 25 | 26 | 21 | 27 | 25 | 24 | 20 | 24 | 22 | 26 | 22 | 22 | 23 | 28 | 23 |
| TOTAL GOOD | 28 | 11 | 55 | 25 | 20 | 13 | 48 | 29 | 32 | 26 | 31 | 31 | 29 | 24 | 28 | 29 | 32 | 26 | 28 | 28 | 36 | 28 |
| Neither good nor bad | 31 | 23 | 30 | 43 | 39 | 25 | 33 | 37 | 33 | 29 | 23 | 28 | 36 | 30 | 31 | 31 | 31 | 32 | 29 | 29 | 36 | 30 |
| Fairly bad | 19 | 37 | 8 | 16 | 20 | 32 | 8 | 16 | 20 | 18 | 18 | 16 | 16 | 26 | 22 | 15 | 19 | 21 | 20 | 18 | 11 | 20 |
| Very bad | 8 | 19 | 1 | 7 | 11 | 19 | 1 | 6 | 10 | 7 | 6 | 6 | 8 | 12 | 9 | 8 | 8 | 9 | 7 | 10 | 6 | 9 |
| TOTAL BAD | 27 | 56 | 9 | 23 | 31 | 51 | 9 | 22 | 30 | 25 | 24 | 22 | 24 | 38 | 31 | 23 | 27 | 30 | 27 | 28 | 17 | 29 |
| Don't know | 14 | 9 | 6 | 10 | 10 | 11 | 10 | 11 | 6 | 21 | 22 | 18 | 12 | 8 | 11 | 17 | 10 | 12 | 16 | 15 | 12 | 14 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | | Religious? | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

The people who buy the goods and services provided by big businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 11 | 14 | 12 | 8 | 13 | 10 | 0 |
| Fairly good | 26 | 27 | 30 | 23 | 29 | 25 | 7 |
| TOTAL GOOD | 37 | 41 | 42 | 31 | 42 | 35 | 7 |
| Neither good nor bad | 29 | 28 | 29 | 31 | 30 | 29 | 29 |
| Fairly bad | 16 | 17 | 16 | 14 | 13 | 18 | 14 |
| Very bad | 6 | 9 | 6 | 5 | 5 | 7 | 10 |
| TOTAL BAD | 22 | 26 | 22 | 19 | 18 | 25 | 24 |
| Don't know | 11 | 5 | 7 | 19 | 10 | 11 | 40 |

The general contribution that big businesses make to Britain's economy

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 15 | 20 | 14 | 11 | 18 | 13 | 10 |
| Fairly good | 30 | 29 | 37 | 27 | 34 | 29 | 9 |
| TOTAL GOOD | 45 | 49 | 51 | 38 | 52 | 42 | 19 |
| Neither good nor bad | 25 | 23 | 23 | 27 | 21 | 27 | 20 |
| Fairly bad | 11 | 14 | 10 | 8 | 9 | 12 | 11 |
| Very bad | 7 | 9 | 7 | 6 | 5 | 8 | 8 |
| TOTAL BAD | 18 | 23 | 17 | 14 | 14 | 20 | 19 |
| Don't know | 12 | 5 | 9 | 20 | 12 | 11 | 42 |

And if Labour wins the coming election, do you think this will be good or bad for each of the following?

The people who own shares in big businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| Fairly good | 16 | 18 | 17 | 15 | 16 | 17 | 0 |
| TOTAL GOOD | 20 | 23 | 21 | 19 | 21 | 21 | 4 |
| Neither good nor bad | 31 | 33 | 29 | 31 | 27 | 34 | 31 |
| Fairly bad | 25 | 29 | 31 | 17 | 27 | 24 | 15 |
| Very bad | 9 | 10 | 9 | 9 | 12 | 8 | 4 |
| TOTAL BAD | 34 | 39 | 40 | 26 | 39 | 32 | 19 |
| Don't know | 13 | 4 | 10 | 24 | 13 | 13 | 46 |

The people who work for big businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 5 | 6 | 4 | 5 | 6 | 5 | 4 |
| Fairly good | 23 | 28 | 26 | 17 | 21 | 25 | 10 |
| TOTAL GOOD | 28 | 34 | 30 | 22 | 27 | 30 | 14 |
| Neither good nor bad | 31 | 32 | 29 | 31 | 29 | 32 | 27 |
| Fairly bad | 19 | 20 | 22 | 16 | 20 | 18 | 11 |
| Very bad | 8 | 9 | 8 | 8 | 10 | 7 | 3 |
| TOTAL BAD | 27 | 29 | 30 | 24 | 30 | 25 | 14 |
| Don't know | 14 | 5 | 11 | 23 | 13 | 13 | 46 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

The people who buy the goods and services provided by big businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 5 | 1 | 11 | 4 | 1 | 1 | 10 | 4 | 5 | 4 | 3 | 5 | 5 | 5 | 3 | 7 | 5 | 4 | 4 | 6 | 5 | 5 |
| Fairly good | 23 | 9 | 48 | 20 | 15 | 9 | 40 | 25 | 26 | 21 | 32 | 25 | 23 | 18 | 24 | 22 | 29 | 23 | 20 | 23 | 23 | 23 |
| TOTAL GOOD | 28 | 10 | 59 | 24 | 16 | 10 | 50 | 29 | 31 | 25 | 35 | 30 | 28 | 23 | 27 | 29 | 34 | 27 | 24 | 29 | 28 | 28 |
| Neither good nor bad | 32 | 29 | 28 | 43 | 41 | 29 | 31 | 38 | 35 | 30 | 24 | 26 | 38 | 34 | 33 | 31 | 29 | 32 | 33 | 31 | 42 | 31 |
| Fairly bad | 18 | 33 | 6 | 15 | 21 | 30 | 9 | 15 | 18 | 17 | 13 | 17 | 16 | 23 | 19 | 16 | 18 | 19 | 20 | 16 | 13 | 18 |
| Very bad | 8 | 20 | 0 | 6 | 12 | 19 | 0 | 6 | 10 | 7 | 7 | 8 | 6 | 12 | 9 | 7 | 7 | 10 | 6 | 9 | 5 | 9 |
| TOTAL BAD | 26 | 53 | 6 | 21 | 33 | 49 | 9 | 21 | 28 | 24 | 20 | 25 | 22 | 35 | 28 | 23 | 25 | 29 | 26 | 25 | 18 | 27 |
| Don't know | 14 | 9 | 6 | 12 | 10 | 11 | 9 | 12 | 6 | 21 | 22 | 19 | 12 | 8 | 11 | 17 | 13 | 12 | 17 | 15 | 12 | 14 |

The general contribution that big businesses make to Britain's economy

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 5 | 1 | 13 | 4 | 1 | 0 | 11 | 5 | 6 | 4 | 4 | 6 | 5 | 4 | 4 | 6 | 7 | 4 | 4 | 6 | 5 | 5 |
| Fairly good | 20 | 8 | 42 | 17 | 12 | 9 | 33 | 21 | 22 | 19 | 25 | 22 | 19 | 18 | 22 | 18 | 23 | 19 | 20 | 20 | 23 | 20 |
| TOTAL GOOD | 25 | 9 | 55 | 21 | 13 | 9 | 44 | 26 | 28 | 23 | 29 | 28 | 24 | 22 | 26 | 24 | 30 | 23 | 24 | 26 | 28 | 25 |
| Neither good nor bad | 30 | 18 | 31 | 42 | 40 | 19 | 37 | 41 | 30 | 29 | 22 | 26 | 35 | 29 | 28 | 31 | 26 | 29 | 29 | 30 | 37 | 29 |
| Fairly bad | 19 | 38 | 6 | 18 | 20 | 34 | 8 | 16 | 22 | 17 | 17 | 19 | 18 | 23 | 21 | 17 | 19 | 22 | 21 | 16 | 15 | 20 |
| Very bad | 11 | 27 | 1 | 8 | 16 | 26 | 1 | 6 | 14 | 9 | 10 | 8 | 10 | 17 | 13 | 10 | 12 | 13 | 10 | 13 | 7 | 12 |
| TOTAL BAD | 30 | 65 | 7 | 26 | 36 | 60 | 9 | 22 | 36 | 26 | 27 | 27 | 28 | 40 | 34 | 27 | 31 | 35 | 31 | 29 | 22 | 32 |
| Don't know | 14 | 8 | 8 | 11 | 10 | 11 | 11 | 12 | 6 | 22 | 23 | 19 | 13 | 9 | 12 | 17 | 13 | 13 | 17 | 15 | 13 | 14 |

And now thinking about SMALL businesses
If the Conservatives win the coming election, do you think this will be good or bad for each of the following?

The people who own small businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 9 | 23 | 3 | 5 | 8 | 19 | 5 | 5 | 11 | 8 | 7 | 8 | 7 | 13 | 10 | 9 | 12 | 11 | 8 | 9 | 5 | 10 |
| Fairly good | 29 | 49 | 16 | 32 | 31 | 44 | 19 | 29 | 33 | 25 | 22 | 23 | 27 | 39 | 32 | 24 | 29 | 31 | 28 | 29 | 21 | 29 |
| TOTAL GOOD | 38 | 72 | 19 | 37 | 39 | 63 | 24 | 34 | 44 | 33 | 29 | 31 | 34 | 52 | 42 | 33 | 41 | 42 | 36 | 38 | 26 | 39 |
| Neither good nor bad | 24 | 17 | 26 | 34 | 26 | 18 | 26 | 30 | 24 | 24 | 17 | 20 | 28 | 24 | 23 | 25 | 23 | 23 | 25 | 23 | 25 | 23 |
| Fairly bad | 18 | 2 | 33 | 17 | 21 | 8 | 27 | 19 | 19 | 18 | 26 | 19 | 18 | 15 | 18 | 19 | 17 | 16 | 21 | 18 | 25 | 18 |
| Very bad | 7 | 0 | 15 | 5 | 6 | 1 | 14 | 6 | 7 | 7 | 7 | 10 | 8 | 3 | 7 | 7 | 6 | 7 | 4 | 9 | 9 | 7 |
| TOTAL BAD | 25 | 2 | 48 | 22 | 27 | 9 | 41 | 25 | 26 | 25 | 33 | 29 | 26 | 18 | 25 | 26 | 23 | 23 | 25 | 27 | 34 | 25 |
| Don't know | 13 | 9 | 7 | 7 | 9 | 10 | 10 | 10 | 7 | 19 | 20 | 19 | 12 | 6 | 11 | 16 | 13 | 13 | 13 | 12 | 15 | 13 |

The people who work for small businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 7 | 17 | 1 | 3 | 4 | 14 | 2 | 3 | 7 | 6 | 5 | 6 | 5 | 10 | 7 | 6 | 9 | 7 | 5 | 6 | 3 | 7 |
| Fairly good | 22 | 47 | 7 | 21 | 23 | 40 | 9 | 16 | 23 | 20 | 17 | 18 | 19 | 31 | 24 | 19 | 21 | 24 | 23 | 20 | 15 | 22 |
| TOTAL GOOD | 29 | 64 | 8 | 24 | 27 | 54 | 11 | 19 | 30 | 26 | 22 | 24 | 24 | 41 | 31 | 25 | 30 | 31 | 28 | 26 | 18 | 29 |
| Neither good nor bad | 25 | 23 | 20 | 38 | 32 | 24 | 24 | 30 | 26 | 24 | 18 | 20 | 30 | 26 | 24 | 26 | 24 | 25 | 23 | 25 | 25 | 25 |
| Fairly bad | 24 | 3 | 42 | 25 | 25 | 10 | 36 | 30 | 26 | 22 | 30 | 26 | 22 | 21 | 24 | 24 | 25 | 20 | 26 | 24 | 31 | 23 |
| Very bad | 10 | 0 | 23 | 6 | 7 | 1 | 20 | 10 | 11 | 10 | 11 | 12 | 12 | 6 | 10 | 11 | 9 | 11 | 8 | 12 | 11 | 10 |
| TOTAL BAD | 34 | 3 | 65 | 31 | 32 | 11 | 56 | 40 | 37 | 32 | 41 | 38 | 34 | 27 | 34 | 35 | 34 | 31 | 34 | 36 | 42 | 33 |
| Don't know | 13 | 9 | 7 | 7 | 10 | 10 | 9 | 11 | 7 | 19 | 19 | 19 | 12 | 6 | 11 | 16 | 11 | 12 | 13 | 14 | 14 | 13 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | | Religious? | | |
|--------------------------|-------------------------|--------------------|------------|------------|-------------|-----------|--|
| | Yes, all | Yes, some/in media | No | Yes | No | Not sure | |
| Weighted Sample | 622 | 556 | 728 | 691 | 1182 | 33 | |
| Unweighted Sample | 636 | 554 | 716 | 667 | 1209 | 30 | |
| | % | % | % | % | % | % | |

The people who buy the goods and services provided by big businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 5 | 7 | 3 | 3 | 5 | 4 | 4 |
| Fairly good | 23 | 27 | 24 | 19 | 24 | 23 | 15 |
| TOTAL GOOD | 28 | 34 | 27 | 22 | 29 | 27 | 19 |
| Neither good nor bad | 32 | 34 | 33 | 30 | 30 | 34 | 23 |
| Fairly bad | 18 | 18 | 20 | 16 | 17 | 18 | 12 |
| Very bad | 8 | 8 | 8 | 8 | 10 | 8 | 0 |
| TOTAL BAD | 26 | 26 | 28 | 24 | 27 | 26 | 12 |
| Don't know | 14 | 5 | 11 | 24 | 13 | 14 | 46 |

The general contribution that big businesses make to Britain's economy

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 5 | 8 | 4 | 3 | 5 | 5 | 6 |
| Fairly good | 20 | 22 | 22 | 17 | 22 | 20 | 4 |
| TOTAL GOOD | 25 | 30 | 26 | 20 | 27 | 25 | 10 |
| Neither good nor bad | 30 | 32 | 27 | 29 | 26 | 32 | 27 |
| Fairly bad | 19 | 21 | 24 | 15 | 20 | 20 | 12 |
| Very bad | 11 | 11 | 11 | 12 | 14 | 10 | 4 |
| TOTAL BAD | 30 | 32 | 35 | 27 | 34 | 30 | 16 |
| Don't know | 14 | 5 | 12 | 24 | 14 | 14 | 46 |

And now thinking about SMALL businesses
If the Conservatives win the coming election, do you think this will be good or bad for each of the following?

The people who own small businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 9 | 14 | 8 | 6 | 12 | 8 | 0 |
| Fairly good | 29 | 29 | 32 | 26 | 29 | 29 | 9 |
| TOTAL GOOD | 38 | 43 | 40 | 32 | 41 | 37 | 9 |
| Neither good nor bad | 24 | 22 | 24 | 25 | 22 | 25 | 15 |
| Fairly bad | 18 | 21 | 18 | 16 | 18 | 19 | 12 |
| Very bad | 7 | 10 | 6 | 5 | 6 | 7 | 15 |
| TOTAL BAD | 25 | 31 | 24 | 21 | 24 | 26 | 27 |
| Don't know | 13 | 4 | 12 | 22 | 13 | 12 | 49 |

The people who work for small businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 7 | 9 | 6 | 4 | 9 | 5 | 0 |
| Fairly good | 22 | 22 | 24 | 20 | 25 | 20 | 7 |
| TOTAL GOOD | 29 | 31 | 30 | 24 | 34 | 25 | 7 |
| Neither good nor bad | 25 | 25 | 24 | 25 | 24 | 25 | 12 |
| Fairly bad | 24 | 26 | 25 | 21 | 21 | 26 | 18 |
| Very bad | 10 | 14 | 10 | 7 | 8 | 11 | 12 |
| TOTAL BAD | 34 | 40 | 35 | 28 | 29 | 37 | 30 |
| Don't know | 13 | 4 | 11 | 22 | 12 | 12 | 52 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

The people who buy the goods and services provided by small businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 7 | 19 | 1 | 4 | 2 | 14 | 2 | 3 | 7 | 6 | 6 | 6 | 4 | 10 | 8 | 5 | 9 | 7 | 5 | 7 | 4 | 7 |
| Fairly good | 23 | 49 | 8 | 20 | 23 | 41 | 11 | 20 | 26 | 19 | 19 | 21 | 19 | 31 | 25 | 20 | 25 | 26 | 24 | 20 | 12 | 24 |
| TOTAL GOOD | 30 | 68 | 9 | 24 | 25 | 55 | 13 | 23 | 33 | 25 | 25 | 27 | 23 | 41 | 33 | 25 | 34 | 33 | 29 | 27 | 16 | 31 |
| Neither good nor bad | 32 | 22 | 34 | 47 | 42 | 25 | 33 | 41 | 34 | 29 | 28 | 24 | 38 | 32 | 31 | 32 | 29 | 29 | 32 | 34 | 36 | 31 |
| Fairly bad | 19 | 2 | 34 | 19 | 17 | 8 | 30 | 20 | 18 | 19 | 21 | 21 | 17 | 17 | 19 | 18 | 18 | 18 | 21 | 17 | 22 | 18 |
| Very bad | 7 | 0 | 15 | 4 | 5 | 0 | 14 | 6 | 7 | 6 | 6 | 9 | 8 | 4 | 6 | 8 | 6 | 7 | 4 | 9 | 10 | 7 |
| TOTAL BAD | 26 | 2 | 49 | 23 | 22 | 8 | 44 | 26 | 25 | 25 | 27 | 30 | 25 | 21 | 25 | 26 | 24 | 25 | 25 | 26 | 32 | 25 |
| Don't know | 14 | 8 | 8 | 6 | 11 | 11 | 11 | 11 | 7 | 19 | 20 | 19 | 14 | 6 | 11 | 17 | 13 | 13 | 14 | 13 | 16 | 13 |

The general contribution that small businesses make to Britain's economy

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 10 | 25 | 2 | 8 | 7 | 22 | 3 | 5 | 11 | 9 | 7 | 8 | 6 | 17 | 11 | 8 | 13 | 11 | 10 | 9 | 4 | 10 |
| Fairly good | 24 | 48 | 12 | 21 | 27 | 42 | 12 | 22 | 27 | 22 | 19 | 21 | 22 | 31 | 26 | 21 | 24 | 27 | 25 | 22 | 18 | 25 |
| TOTAL GOOD | 34 | 73 | 14 | 29 | 34 | 64 | 15 | 27 | 38 | 31 | 26 | 29 | 28 | 48 | 37 | 29 | 37 | 38 | 35 | 31 | 22 | 35 |
| Neither good nor bad | 28 | 16 | 32 | 41 | 36 | 19 | 33 | 38 | 31 | 26 | 24 | 24 | 32 | 29 | 28 | 29 | 25 | 26 | 28 | 33 | 30 | 28 |
| Fairly bad | 17 | 3 | 31 | 19 | 16 | 7 | 26 | 17 | 16 | 17 | 21 | 19 | 17 | 13 | 17 | 17 | 18 | 15 | 17 | 16 | 22 | 16 |
| Very bad | 7 | 0 | 15 | 4 | 4 | 1 | 13 | 7 | 7 | 7 | 8 | 8 | 9 | 3 | 6 | 8 | 7 | 7 | 5 | 8 | 9 | 7 |
| TOTAL BAD | 24 | 3 | 46 | 23 | 20 | 8 | 39 | 24 | 23 | 24 | 29 | 27 | 26 | 16 | 23 | 25 | 25 | 22 | 22 | 24 | 31 | 23 |
| Don't know | 14 | 8 | 10 | 6 | 10 | 10 | 12 | 11 | 8 | 19 | 21 | 19 | 14 | 6 | 12 | 17 | 14 | 13 | 15 | 13 | 16 | 14 |

And if Labour wins the coming election, do you think this will be good or bad for each of the following?

The people who own small businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 7 | 1 | 18 | 3 | 2 | 1 | 15 | 5 | 7 | 7 | 8 | 7 | 7 | 5 | 5 | 8 | 9 | 5 | 6 | 8 | 7 | 6 |
| Fairly good | 25 | 11 | 50 | 17 | 21 | 10 | 42 | 29 | 28 | 22 | 28 | 25 | 25 | 24 | 26 | 25 | 25 | 24 | 25 | 25 | 31 | 25 |
| TOTAL GOOD | 32 | 12 | 68 | 20 | 23 | 11 | 57 | 34 | 35 | 29 | 36 | 32 | 32 | 29 | 31 | 33 | 34 | 29 | 31 | 33 | 38 | 31 |
| Neither good nor bad | 27 | 23 | 23 | 46 | 24 | 22 | 28 | 35 | 27 | 27 | 19 | 25 | 31 | 28 | 27 | 27 | 27 | 29 | 27 | 26 | 25 | 27 |
| Fairly bad | 17 | 32 | 2 | 18 | 27 | 33 | 5 | 11 | 19 | 14 | 13 | 17 | 14 | 21 | 18 | 15 | 16 | 17 | 18 | 16 | 15 | 17 |
| Very bad | 10 | 22 | 1 | 5 | 16 | 21 | 1 | 7 | 12 | 8 | 10 | 7 | 10 | 13 | 11 | 8 | 11 | 12 | 7 | 11 | 8 | 10 |
| TOTAL BAD | 27 | 54 | 3 | 23 | 43 | 54 | 6 | 18 | 31 | 22 | 23 | 24 | 24 | 34 | 29 | 23 | 27 | 29 | 25 | 27 | 23 | 27 |
| Don't know | 14 | 11 | 7 | 10 | 11 | 12 | 10 | 12 | 7 | 21 | 23 | 20 | 12 | 8 | 12 | 17 | 14 | 13 | 17 | 15 | 14 | 14 |

The people who work for small businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 7 | 2 | 20 | 3 | 3 | 1 | 17 | 6 | 8 | 7 | 10 | 7 | 8 | 6 | 7 | 8 | 7 | 6 | 8 | 9 | 8 | 7 |
| Fairly good | 27 | 12 | 51 | 28 | 18 | 11 | 44 | 34 | 29 | 24 | 26 | 29 | 26 | 26 | 27 | 26 | 31 | 26 | 27 | 24 | 29 | 26 |
| TOTAL GOOD | 34 | 14 | 71 | 31 | 21 | 12 | 61 | 40 | 37 | 31 | 36 | 36 | 34 | 32 | 34 | 34 | 38 | 32 | 35 | 33 | 37 | 33 |
| Neither good nor bad | 27 | 25 | 20 | 38 | 33 | 25 | 24 | 31 | 27 | 27 | 19 | 26 | 30 | 27 | 27 | 26 | 22 | 28 | 24 | 29 | 30 | 26 |
| Fairly bad | 15 | 29 | 2 | 15 | 22 | 30 | 4 | 12 | 17 | 13 | 13 | 13 | 13 | 21 | 17 | 13 | 16 | 16 | 18 | 14 | 12 | 16 |
| Very bad | 10 | 22 | 0 | 6 | 13 | 21 | 1 | 6 | 11 | 8 | 10 | 7 | 10 | 12 | 10 | 9 | 9 | 12 | 7 | 10 | 8 | 10 |
| TOTAL BAD | 25 | 51 | 2 | 21 | 35 | 51 | 5 | 18 | 28 | 21 | 23 | 20 | 23 | 33 | 27 | 22 | 25 | 28 | 25 | 24 | 20 | 26 |
| Don't know | 14 | 10 | 7 | 10 | 11 | 12 | 10 | 12 | 7 | 21 | 23 | 19 | 13 | 8 | 12 | 17 | 14 | 13 | 16 | 15 | 14 | 14 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | Religious? | | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

The people who buy the goods and services provided by small businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 7 | 10 | 7 | 4 | 9 | 5 | 0 |
| Fairly good | 23 | 25 | 25 | 19 | 23 | 23 | 7 |
| TOTAL GOOD | 30 | 35 | 32 | 23 | 32 | 28 | 7 |
| Neither good nor bad | 32 | 30 | 33 | 32 | 32 | 32 | 18 |
| Fairly bad | 19 | 22 | 18 | 16 | 18 | 19 | 14 |
| Very bad | 7 | 9 | 7 | 6 | 6 | 8 | 10 |
| TOTAL BAD | 26 | 31 | 25 | 22 | 24 | 27 | 24 |
| Don't know | 14 | 4 | 11 | 23 | 12 | 13 | 52 |

The general contribution that small businesses make to Britain's economy

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 10 | 14 | 10 | 7 | 14 | 7 | 0 |
| Fairly good | 24 | 25 | 25 | 22 | 25 | 24 | 7 |
| TOTAL GOOD | 34 | 39 | 35 | 29 | 39 | 31 | 7 |
| Neither good nor bad | 28 | 28 | 29 | 28 | 27 | 29 | 20 |
| Fairly bad | 17 | 19 | 16 | 15 | 15 | 18 | 11 |
| Very bad | 7 | 9 | 7 | 5 | 5 | 8 | 13 |
| TOTAL BAD | 24 | 28 | 23 | 20 | 20 | 26 | 24 |
| Don't know | 14 | 5 | 12 | 23 | 13 | 13 | 49 |

And if Labour wins the coming election, do you think this will be good or bad for each of the following?

The people who own small businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 7 | 11 | 5 | 4 | 8 | 6 | 7 |
| Fairly good | 25 | 31 | 27 | 19 | 22 | 27 | 11 |
| TOTAL GOOD | 32 | 42 | 32 | 23 | 30 | 33 | 18 |
| Neither good nor bad | 27 | 25 | 27 | 29 | 28 | 27 | 21 |
| Fairly bad | 17 | 18 | 19 | 14 | 16 | 18 | 4 |
| Very bad | 10 | 11 | 9 | 10 | 12 | 9 | 8 |
| TOTAL BAD | 27 | 29 | 28 | 24 | 28 | 27 | 12 |
| Don't know | 14 | 4 | 13 | 24 | 14 | 14 | 48 |

The people who work for small businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 7 | 14 | 5 | 4 | 9 | 6 | 9 |
| Fairly good | 27 | 32 | 29 | 20 | 24 | 29 | 8 |
| TOTAL GOOD | 34 | 46 | 34 | 24 | 33 | 35 | 17 |
| Neither good nor bad | 27 | 25 | 29 | 27 | 27 | 27 | 23 |
| Fairly bad | 15 | 14 | 17 | 15 | 16 | 15 | 4 |
| Very bad | 10 | 11 | 8 | 10 | 11 | 9 | 8 |
| TOTAL BAD | 25 | 25 | 25 | 25 | 27 | 24 | 12 |
| Don't know | 14 | 4 | 12 | 24 | 14 | 13 | 48 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales | |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 | |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

The people who buy the goods and services provided by small businesses

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 5 | 1 | 15 | 3 | 3 | 1 | 14 | 4 | 7 | 4 | 6 | 6 | 5 | 5 | 4 | 7 | 6 | 4 | 5 | 7 | 7 | 5 |
| Fairly good | 23 | 10 | 48 | 17 | 13 | 9 | 41 | 25 | 23 | 23 | 25 | 22 | 22 | 23 | 23 | 22 | 25 | 21 | 24 | 22 | 26 | 23 |
| TOTAL GOOD | 28 | 11 | 63 | 20 | 16 | 10 | 55 | 29 | 30 | 27 | 31 | 28 | 27 | 28 | 27 | 29 | 31 | 25 | 29 | 29 | 33 | 28 |
| Neither good nor bad | 33 | 30 | 27 | 50 | 40 | 32 | 30 | 41 | 34 | 31 | 22 | 31 | 39 | 32 | 33 | 32 | 29 | 35 | 31 | 34 | 33 | 33 |
| Fairly bad | 15 | 29 | 2 | 16 | 20 | 29 | 4 | 12 | 18 | 12 | 15 | 14 | 12 | 19 | 17 | 13 | 15 | 16 | 17 | 13 | 12 | 15 |
| Very bad | 9 | 20 | 0 | 5 | 13 | 19 | 1 | 6 | 10 | 8 | 8 | 7 | 8 | 12 | 9 | 8 | 9 | 11 | 6 | 10 | 7 | 9 |
| TOTAL BAD | 24 | 49 | 2 | 21 | 33 | 48 | 5 | 18 | 28 | 20 | 23 | 21 | 20 | 31 | 26 | 21 | 24 | 27 | 23 | 23 | 19 | 24 |
| Don't know | 15 | 10 | 7 | 11 | 12 | 12 | 11 | 13 | 8 | 22 | 23 | 20 | 13 | 9 | 13 | 18 | 15 | 13 | 17 | 15 | 16 | 15 |

The general contribution that small businesses make to Britain's economy

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 6 | 1 | 15 | 5 | 1 | 1 | 15 | 4 | 7 | 5 | 5 | 4 | 7 | 6 | 5 | 7 | 6 | 5 | 6 | 6 | 7 | 6 |
| Fairly good | 23 | 10 | 47 | 15 | 16 | 9 | 40 | 26 | 24 | 22 | 28 | 22 | 22 | 23 | 23 | 23 | 27 | 22 | 24 | 21 | 25 | 23 |
| TOTAL GOOD | 29 | 11 | 62 | 20 | 17 | 10 | 55 | 30 | 31 | 27 | 33 | 26 | 29 | 29 | 28 | 30 | 33 | 27 | 30 | 27 | 32 | 29 |
| Neither good nor bad | 30 | 23 | 27 | 45 | 35 | 24 | 29 | 37 | 30 | 29 | 22 | 28 | 34 | 29 | 29 | 30 | 26 | 30 | 28 | 32 | 31 | 29 |
| Fairly bad | 16 | 33 | 3 | 17 | 21 | 33 | 3 | 13 | 19 | 14 | 13 | 18 | 13 | 21 | 19 | 14 | 15 | 18 | 18 | 15 | 13 | 17 |
| Very bad | 10 | 23 | 1 | 7 | 15 | 21 | 1 | 7 | 12 | 8 | 9 | 7 | 9 | 14 | 11 | 9 | 11 | 12 | 7 | 10 | 8 | 10 |
| TOTAL BAD | 26 | 56 | 4 | 24 | 36 | 54 | 4 | 20 | 31 | 22 | 22 | 25 | 22 | 35 | 30 | 23 | 26 | 30 | 25 | 25 | 21 | 27 |
| Don't know | 15 | 10 | 8 | 11 | 11 | 12 | 12 | 13 | 8 | 22 | 24 | 21 | 14 | 9 | 13 | 18 | 16 | 14 | 17 | 15 | 16 | 15 |

Imagine you live in the land of Oz, and the candidates are the Tin Man, who's all brains and no heart, and the Straw Man, who's all heart and no brains. Who would you vote for?

| | | | | | | | | | | | | | | | | | | | | | | |
|------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Tin Man | 48 | 73 | 29 | 54 | 52 | 65 | 29 | 48 | 52 | 44 | 53 | 55 | 42 | 46 | 53 | 40 | 43 | 51 | 47 | 47 | 49 | 48 |
| Straw Man | 26 | 10 | 44 | 20 | 27 | 12 | 42 | 28 | 25 | 28 | 27 | 24 | 28 | 26 | 24 | 30 | 31 | 23 | 28 | 26 | 27 | 26 |
| Don't know | 26 | 17 | 27 | 25 | 21 | 23 | 29 | 24 | 23 | 28 | 20 | 21 | 30 | 28 | 23 | 30 | 26 | 26 | 25 | 27 | 24 | 26 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | | Religious? | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

The people who buy the goods and services provided by small businesses

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 5 | 10 | 3 | 3 | 6 | 5 | 7 |
| Fairly good | 23 | 26 | 25 | 18 | 23 | 24 | 5 |
| TOTAL GOOD | 28 | 36 | 28 | 21 | 29 | 29 | 12 |
| Neither good nor bad | 33 | 33 | 35 | 32 | 31 | 34 | 22 |
| Fairly bad | 15 | 16 | 16 | 14 | 15 | 16 | 7 |
| Very bad | 9 | 9 | 9 | 9 | 10 | 8 | 8 |
| TOTAL BAD | 24 | 25 | 25 | 23 | 25 | 24 | 15 |
| Don't know | 15 | 5 | 13 | 25 | 15 | 14 | 51 |

The general contribution that small businesses make to Britain's economy

| | | | | | | | |
|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very good | 6 | 10 | 4 | 3 | 7 | 5 | 4 |
| Fairly good | 23 | 26 | 26 | 18 | 22 | 24 | 6 |
| TOTAL GOOD | 29 | 36 | 30 | 21 | 29 | 29 | 10 |
| Neither good nor bad | 30 | 30 | 30 | 29 | 27 | 31 | 27 |
| Fairly bad | 16 | 19 | 17 | 13 | 17 | 17 | 4 |
| Very bad | 10 | 10 | 9 | 11 | 12 | 9 | 11 |
| TOTAL BAD | 26 | 29 | 26 | 24 | 29 | 26 | 15 |
| Don't know | 15 | 5 | 14 | 25 | 15 | 14 | 48 |

Imagine you live in the land of Oz, and the candidates are the Tin Man, who's all brains and no heart, and the Straw Man, who's all heart and no brains. Who would you vote for?

| | | | | | | | |
|------------|----|----|----|----|----|----|----|
| Tin Man | 48 | 51 | 52 | 42 | 46 | 49 | 37 |
| Straw Man | 26 | 29 | 24 | 26 | 28 | 26 | 13 |
| Don't know | 26 | 20 | 24 | 32 | 26 | 25 | 49 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales | |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 | |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Which of the following DIY tasks would you feel confident to undertake:

Changing a lightbulb

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Could confidently do this myself | 95 | 96 | 94 | 97 | 98 | 98 | 94 | 97 | 97 | 93 | 88 | 95 | 96 | 97 | 96 | 94 | 94 | 95 | 96 | 95 | 96 | 95 |
| Would not feel confident doing this myself | 3 | 3 | 5 | 2 | 0 | 2 | 5 | 2 | 2 | 5 | 9 | 3 | 3 | 2 | 3 | 4 | 4 | 3 | 3 | 4 | 2 | 3 |
| Not sure | 2 | 0 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 2 | 4 | 3 | 1 | 1 | 1 | 2 | 3 | 2 | 1 | 2 | 1 | 2 |

Changing a fuse

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Could confidently do this myself | 78 | 81 | 78 | 80 | 85 | 85 | 81 | 82 | 87 | 71 | 43 | 68 | 90 | 89 | 79 | 78 | 72 | 79 | 79 | 79 | 85 | 78 |
| Would not feel confident doing this myself | 18 | 17 | 19 | 18 | 12 | 13 | 16 | 16 | 10 | 25 | 49 | 26 | 8 | 9 | 18 | 17 | 23 | 17 | 19 | 17 | 13 | 18 |
| Not sure | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 2 | 3 | 5 | 9 | 6 | 2 | 3 | 3 | 5 | 6 | 4 | 2 | 4 | 2 | 4 |

Changing a plug

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Could confidently do this myself | 72 | 74 | 71 | 72 | 82 | 79 | 74 | 78 | 82 | 62 | 29 | 56 | 86 | 87 | 71 | 73 | 66 | 72 | 70 | 74 | 79 | 71 |
| Would not feel confident doing this myself | 24 | 24 | 26 | 22 | 16 | 18 | 22 | 20 | 15 | 33 | 62 | 37 | 12 | 11 | 25 | 23 | 28 | 24 | 27 | 23 | 17 | 25 |
| Not sure | 4 | 3 | 3 | 6 | 2 | 3 | 3 | 3 | 3 | 5 | 9 | 7 | 1 | 2 | 3 | 5 | 6 | 4 | 3 | 4 | 3 | 4 |

Hanging a picture

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Could confidently do this myself | 89 | 91 | 88 | 89 | 91 | 91 | 87 | 92 | 93 | 85 | 87 | 87 | 90 | 90 | 89 | 89 | 85 | 90 | 90 | 89 | 91 | 89 |
| Would not feel confident doing this myself | 9 | 8 | 9 | 10 | 7 | 8 | 11 | 7 | 5 | 12 | 10 | 9 | 8 | 8 | 9 | 8 | 11 | 7 | 10 | 8 | 8 | 9 |
| Not sure | 2 | 1 | 3 | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 3 | 4 | 2 | 2 | 2 | 4 | 4 | 3 | 0 | 3 | 1 | 3 |

Assembling flat pack furniture

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Could confidently do this myself | 81 | 80 | 81 | 81 | 85 | 82 | 77 | 84 | 91 | 72 | 87 | 85 | 83 | 73 | 82 | 79 | 75 | 84 | 83 | 78 | 81 | 81 |
| Would not feel confident doing this myself | 15 | 17 | 16 | 17 | 12 | 15 | 19 | 13 | 8 | 22 | 9 | 10 | 15 | 23 | 15 | 15 | 20 | 12 | 13 | 17 | 18 | 15 |
| Not sure | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 2 | 2 | 6 | 4 | 5 | 3 | 5 | 3 | 5 | 5 | 4 | 4 | 5 | 2 | 4 |

Painting a room

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Could confidently do this myself | 84 | 83 | 82 | 85 | 88 | 85 | 81 | 85 | 86 | 82 | 83 | 83 | 88 | 79 | 83 | 84 | 75 | 87 | 88 | 81 | 80 | 84 |
| Would not feel confident doing this myself | 13 | 15 | 14 | 11 | 10 | 13 | 16 | 12 | 12 | 14 | 14 | 12 | 10 | 18 | 14 | 12 | 20 | 11 | 10 | 15 | 16 | 13 |
| Not sure | 3 | 1 | 4 | 4 | 2 | 2 | 3 | 3 | 3 | 4 | 3 | 6 | 2 | 3 | 3 | 4 | 6 | 3 | 2 | 4 | 3 | 3 |

Wallpapering a room

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Could confidently do this myself | 46 | 46 | 46 | 46 | 51 | 51 | 46 | 44 | 56 | 38 | 30 | 38 | 51 | 55 | 42 | 52 | 39 | 47 | 49 | 49 | 44 | 47 |
| Would not feel confident doing this myself | 48 | 50 | 50 | 49 | 43 | 46 | 50 | 51 | 40 | 55 | 65 | 54 | 45 | 41 | 53 | 41 | 55 | 48 | 46 | 44 | 54 | 48 |
| Not sure | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 7 | 5 | 8 | 4 | 5 | 4 | 7 | 7 | 5 | 5 | 7 | 3 | 6 |

Putting up a shelf

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Could confidently do this myself | 56 | 54 | 55 | 58 | 62 | 57 | 54 | 55 | 77 | 36 | 57 | 56 | 58 | 53 | 56 | 56 | 51 | 60 | 55 | 55 | 53 | 56 |
| Would not feel confident doing this myself | 39 | 42 | 41 | 38 | 31 | 39 | 42 | 40 | 20 | 56 | 37 | 36 | 38 | 42 | 40 | 37 | 42 | 35 | 40 | 39 | 45 | 38 |
| Not sure | 6 | 4 | 4 | 5 | 6 | 4 | 4 | 5 | 3 | 8 | 6 | 8 | 4 | 5 | 5 | 7 | 7 | 6 | 6 | 6 | 3 | 6 |

Tiling a room

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Could confidently do this myself | 27 | 28 | 25 | 26 | 35 | 31 | 25 | 26 | 39 | 15 | 15 | 21 | 31 | 32 | 23 | 31 | 19 | 29 | 29 | 27 | 26 | 27 |
| Would not feel confident doing this myself | 67 | 68 | 68 | 66 | 58 | 65 | 68 | 68 | 56 | 77 | 79 | 70 | 64 | 62 | 72 | 60 | 74 | 65 | 66 | 64 | 71 | 66 |
| Not sure | 6 | 4 | 7 | 8 | 6 | 4 | 7 | 6 | 5 | 7 | 6 | 8 | 5 | 6 | 4 | 9 | 8 | 6 | 4 | 9 | 2 | 7 |

Repairing a dripping tap

| | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Could confidently do this myself | 31 | 32 | 30 | 27 | 40 | 34 | 32 | 30 | 50 | 13 | 17 | 26 | 35 | 36 | 28 | 34 | 22 | 33 | 29 | 35 | 29 | 31 |
| Would not feel confident doing this myself | 61 | 63 | 62 | 62 | 53 | 61 | 60 | 62 | 44 | 78 | 75 | 63 | 58 | 58 | 65 | 56 | 67 | 60 | 64 | 57 | 66 | 61 |
| Not sure | 8 | 5 | 8 | 11 | 6 | 5 | 8 | 7 | 7 | 9 | 8 | 11 | 7 | 6 | 7 | 9 | 11 | 7 | 7 | 9 | 5 | 8 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | Religious? | | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

Which of the following DIY tasks would you feel confident to undertake:

Changing a lightbulb

| | | | | | | | |
|--|-----------|----|----|----|----|----|----|
| Could confidently do this myself | 95 | 96 | 96 | 94 | 94 | 96 | 83 |
| Would not feel confident doing this myself | 3 | 3 | 3 | 4 | 4 | 3 | 2 |
| Not sure | 2 | 1 | 1 | 3 | 2 | 1 | 15 |

Changing a fuse

| | | | | | | | |
|--|-----------|----|----|----|----|----|----|
| Could confidently do this myself | 78 | 79 | 78 | 78 | 77 | 80 | 56 |
| Would not feel confident doing this myself | 18 | 18 | 18 | 17 | 20 | 17 | 23 |
| Not sure | 4 | 3 | 3 | 5 | 4 | 3 | 21 |

Changing a plug

| | | | | | | | |
|--|-----------|----|----|----|----|----|----|
| Could confidently do this myself | 72 | 71 | 74 | 71 | 70 | 74 | 44 |
| Would not feel confident doing this myself | 24 | 25 | 23 | 24 | 26 | 23 | 31 |
| Not sure | 4 | 4 | 3 | 5 | 4 | 3 | 25 |

Hanging a picture

| | | | | | | | |
|--|-----------|----|----|----|----|----|----|
| Could confidently do this myself | 89 | 89 | 91 | 87 | 87 | 91 | 61 |
| Would not feel confident doing this myself | 9 | 8 | 7 | 10 | 10 | 7 | 21 |
| Not sure | 2 | 3 | 2 | 3 | 3 | 2 | 18 |

Assembling flat pack furniture

| | | | | | | | |
|--|-----------|----|----|----|----|----|----|
| Could confidently do this myself | 81 | 83 | 82 | 79 | 76 | 84 | 61 |
| Would not feel confident doing this myself | 15 | 14 | 15 | 16 | 19 | 13 | 9 |
| Not sure | 4 | 4 | 3 | 5 | 4 | 3 | 30 |

Painting a room

| | | | | | | | |
|--|-----------|----|----|----|----|----|----|
| Could confidently do this myself | 84 | 82 | 82 | 85 | 81 | 86 | 62 |
| Would not feel confident doing this myself | 13 | 14 | 15 | 11 | 17 | 11 | 7 |
| Not sure | 3 | 3 | 3 | 4 | 2 | 3 | 31 |

Wallpapering a room

| | | | | | | | |
|--|-----------|----|----|----|----|----|----|
| Could confidently do this myself | 46 | 46 | 44 | 49 | 45 | 48 | 37 |
| Would not feel confident doing this myself | 48 | 49 | 51 | 45 | 50 | 48 | 33 |
| Not sure | 5 | 6 | 4 | 6 | 6 | 5 | 29 |

Putting up a shelf

| | | | | | | | |
|--|-----------|----|----|----|----|----|----|
| Could confidently do this myself | 56 | 57 | 58 | 54 | 52 | 59 | 40 |
| Would not feel confident doing this myself | 39 | 39 | 37 | 39 | 44 | 36 | 24 |
| Not sure | 6 | 5 | 5 | 7 | 5 | 5 | 36 |

Tiling a room

| | | | | | | | |
|--|-----------|----|----|----|----|----|----|
| Could confidently do this myself | 27 | 28 | 24 | 28 | 26 | 28 | 15 |
| Would not feel confident doing this myself | 67 | 67 | 69 | 65 | 69 | 66 | 57 |
| Not sure | 6 | 5 | 7 | 7 | 5 | 6 | 28 |

Repairing a dripping tap

| | | | | | | | |
|--|-----------|----|----|----|----|----|----|
| Could confidently do this myself | 31 | 33 | 30 | 29 | 27 | 34 | 16 |
| Would not feel confident doing this myself | 61 | 61 | 62 | 61 | 66 | 59 | 56 |
| Not sure | 8 | 6 | 8 | 10 | 7 | 8 | 28 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales | |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

And looking at the same list, which of the following have you attempted in the last twelve months? Please tick all that apply

| | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Changing a lightbulb | 80 | 82 | 80 | 79 | 81 | 83 | 81 | 81 | 84 | 76 | 64 | 75 | 83 | 86 | 81 | 77 | 75 | 79 | 81 | 80 | 87 | 79 |
| Hanging a picture | 56 | 58 | 55 | 53 | 58 | 60 | 56 | 53 | 60 | 52 | 44 | 53 | 60 | 58 | 58 | 53 | 42 | 58 | 57 | 57 | 61 | 55 |
| Assembling flat pack furniture | 44 | 44 | 44 | 43 | 41 | 43 | 42 | 46 | 51 | 37 | 45 | 52 | 48 | 32 | 47 | 41 | 40 | 48 | 47 | 39 | 45 | 44 |
| Painting a room | 44 | 48 | 44 | 36 | 49 | 50 | 42 | 39 | 46 | 43 | 34 | 42 | 53 | 41 | 43 | 46 | 28 | 47 | 46 | 47 | 48 | 44 |
| Changing a fuse | 39 | 38 | 41 | 39 | 42 | 40 | 44 | 42 | 50 | 29 | 17 | 30 | 48 | 46 | 38 | 41 | 34 | 40 | 38 | 41 | 46 | 39 |
| Changing a plug | 38 | 40 | 37 | 36 | 47 | 42 | 39 | 41 | 49 | 28 | 16 | 25 | 43 | 52 | 37 | 40 | 32 | 39 | 39 | 36 | 44 | 37 |
| Putting up a shelf | 20 | 21 | 19 | 14 | 24 | 20 | 19 | 21 | 31 | 9 | 14 | 21 | 21 | 19 | 19 | 20 | 18 | 22 | 18 | 18 | 20 | 19 |
| Wallpapering a room | 15 | 15 | 16 | 9 | 16 | 16 | 16 | 11 | 16 | 13 | 8 | 14 | 17 | 15 | 12 | 18 | 9 | 14 | 15 | 18 | 18 | 14 |
| Repairing a dripping tap | 12 | 13 | 11 | 10 | 16 | 14 | 12 | 11 | 19 | 5 | 6 | 10 | 13 | 15 | 12 | 12 | 10 | 13 | 11 | 13 | 11 | 12 |
| Tiling a room | 6 | 5 | 6 | 7 | 8 | 6 | 6 | 5 | 9 | 3 | 5 | 6 | 7 | 4 | 5 | 7 | 3 | 7 | 6 | 6 | 3 | 6 |
| None of these | 10 | 10 | 10 | 9 | 8 | 8 | 11 | 8 | 6 | 14 | 17 | 10 | 9 | 10 | 10 | 10 | 10 | 12 | 9 | 10 | 7 | 11 |
| Can't remember | 2 | 1 | 1 | 2 | 1 | 0 | 1 | 2 | 2 | 1 | 4 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | 2 | 2 | 2 |

Which of the following DIY tools do you own, please tick all that apply

| | | | | | | | | | | | | | | | | | | | | | | |
|---------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Screwdriver | 88 | 90 | 87 | 93 | 92 | 91 | 92 | 89 | 89 | 87 | 63 | 85 | 94 | 94 | 88 | 87 | 83 | 87 | 90 | 88 | 94 | 87 |
| Hammer | 85 | 86 | 83 | 89 | 91 | 88 | 89 | 87 | 86 | 83 | 54 | 82 | 92 | 91 | 85 | 84 | 81 | 84 | 85 | 86 | 88 | 84 |
| Paint brushes | 80 | 82 | 77 | 78 | 90 | 86 | 82 | 80 | 79 | 81 | 51 | 70 | 88 | 91 | 80 | 80 | 67 | 79 | 84 | 82 | 86 | 79 |
| Power drill | 64 | 69 | 59 | 66 | 74 | 74 | 63 | 66 | 71 | 58 | 31 | 52 | 75 | 77 | 65 | 63 | 51 | 66 | 67 | 67 | 67 | 64 |
| Woodsaw | 56 | 61 | 51 | 54 | 66 | 65 | 53 | 59 | 66 | 46 | 24 | 40 | 65 | 72 | 56 | 56 | 42 | 61 | 57 | 56 | 56 | 56 |
| Chisel | 53 | 59 | 49 | 49 | 62 | 63 | 52 | 52 | 60 | 46 | 23 | 33 | 61 | 72 | 53 | 52 | 45 | 54 | 55 | 55 | 47 | 53 |
| Plane | 36 | 44 | 30 | 32 | 50 | 48 | 33 | 33 | 42 | 30 | 14 | 18 | 43 | 54 | 35 | 38 | 23 | 39 | 38 | 40 | 29 | 37 |
| None of these | 8 | 7 | 8 | 4 | 6 | 6 | 4 | 8 | 7 | 8 | 27 | 9 | 3 | 4 | 8 | 7 | 9 | 10 | 7 | 7 | 4 | 8 |
| Not sure | 2 | 2 | 2 | 1 | 0 | 2 | 2 | 1 | 2 | 2 | 6 | 4 | 1 | 1 | 2 | 3 | 5 | 2 | 2 | 2 | 2 | 2 |

Which of these would you turn to first to get advice on how to do DIY tasks?

| | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| The internet | 42 | 40 | 43 | 44 | 38 | 38 | 37 | 51 | 47 | 37 | 47 | 50 | 41 | 33 | 45 | 38 | 45 | 41 | 43 | 39 | 47 | 41 |
| Friends or family | 39 | 41 | 37 | 40 | 42 | 40 | 39 | 34 | 30 | 47 | 46 | 37 | 40 | 36 | 38 | 39 | 32 | 39 | 39 | 41 | 39 | 39 |
| DIY books or manuals | 8 | 9 | 8 | 9 | 7 | 10 | 8 | 10 | 10 | 5 | 1 | 5 | 8 | 13 | 8 | 8 | 9 | 8 | 8 | 7 | 6 | 8 |
| Staff at a DIY store | 4 | 5 | 4 | 1 | 1 | 5 | 4 | 2 | 3 | 4 | 0 | 3 | 4 | 6 | 4 | 4 | 5 | 3 | 3 | 4 | 3 | 4 |
| None of these | 6 | 5 | 5 | 4 | 9 | 6 | 8 | 2 | 8 | 4 | 2 | 2 | 5 | 11 | 4 | 8 | 7 | 6 | 6 | 6 | 3 | 6 |
| Don't know | 2 | 0 | 2 | 2 | 3 | 1 | 4 | 1 | 2 | 2 | 3 | 3 | 2 | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 2 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | Religious? | | | |
|--------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

And looking at the same list, which of the following have you attempted in the last twelve months?

Please tick all that apply

| | | | | | | | |
|--------------------------------|-----------|----|----|----|----|----|----|
| Changing a lightbulb | 80 | 79 | 82 | 78 | 79 | 80 | 63 |
| Hanging a picture | 56 | 58 | 58 | 52 | 55 | 56 | 37 |
| Assembling flat pack furniture | 44 | 44 | 47 | 42 | 41 | 46 | 35 |
| Painting a room | 44 | 46 | 45 | 43 | 42 | 46 | 30 |
| Changing a fuse | 39 | 44 | 39 | 36 | 39 | 40 | 30 |
| Changing a plug | 38 | 41 | 36 | 37 | 37 | 39 | 24 |
| Putting up a shelf | 20 | 19 | 19 | 20 | 19 | 20 | 9 |
| Wallpapering a room | 15 | 15 | 13 | 15 | 15 | 14 | 16 |
| Repairing a dripping tap | 12 | 14 | 12 | 11 | 10 | 13 | 6 |
| Tiling a room | 6 | 7 | 4 | 6 | 5 | 7 | 0 |
| None of these | 10 | 10 | 8 | 12 | 10 | 10 | 13 |
| Can't remember | 2 | 1 | 1 | 2 | 2 | 1 | 18 |

Which of the following DIY tools do you own, please tick all that apply

| | | | | | | | |
|---------------|-----------|----|----|----|----|----|----|
| Screwdriver | 88 | 87 | 89 | 88 | 88 | 89 | 53 |
| Hammer | 85 | 84 | 86 | 84 | 85 | 85 | 53 |
| Paint brushes | 80 | 78 | 81 | 81 | 79 | 81 | 50 |
| Power drill | 64 | 63 | 68 | 63 | 63 | 66 | 45 |
| Woodsaw | 56 | 53 | 60 | 55 | 53 | 58 | 38 |
| Chisel | 53 | 53 | 54 | 51 | 52 | 54 | 29 |
| Plane | 36 | 36 | 38 | 35 | 36 | 37 | 25 |
| None of these | 8 | 7 | 8 | 8 | 7 | 8 | 16 |
| Not sure | 2 | 2 | 2 | 3 | 2 | 2 | 28 |

Which of these would you turn to first to get advice on how to do DIY tasks?

| | | | | | | | |
|----------------------|-----------|----|----|----|----|----|----|
| The internet | 42 | 45 | 41 | 39 | 36 | 45 | 25 |
| Friends or family | 39 | 36 | 41 | 40 | 43 | 36 | 38 |
| DIY books or manuals | 8 | 9 | 8 | 7 | 9 | 7 | 3 |
| Staff at a DIY store | 4 | 5 | 4 | 3 | 5 | 3 | 0 |
| None of these | 6 | 3 | 6 | 7 | 5 | 6 | 10 |
| Don't know | 2 | 1 | 1 | 4 | 2 | 2 | 24 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | Mar 21-22 2013 | April 3-4 2015 | | | | | | | | | | | | | | | | | | | | | |
|--|----------------------|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| What is the MOST important part of Easter to you? | | | | | | | | | | | | | | | | | | | | | | | |
| Spending time with friends and family | 47 | 42 | 45 | 43 | 40 | 39 | 43 | 43 | 41 | 36 | 47 | 38 | 41 | 41 | 45 | 42 | 42 | 36 | 42 | 41 | 43 | 46 | 41 |
| Having time off work | 19 | 21 | 19 | 21 | 24 | 25 | 19 | 19 | 27 | 25 | 18 | 21 | 30 | 27 | 5 | 23 | 18 | 26 | 20 | 20 | 21 | 18 | 21 |
| Its religious importance, the crucifixion of Christ and his resurrection | 15 | 13 | 14 | 14 | 13 | 11 | 17 | 14 | 10 | 11 | 15 | 8 | 8 | 11 | 21 | 14 | 12 | 14 | 13 | 13 | 13 | 10 | 13 |
| Exchanging Easter eggs | 2 | 4 | 2 | 5 | 2 | 3 | 1 | 3 | 4 | 4 | 4 | 13 | 5 | 2 | 1 | 4 | 4 | 3 | 3 | 5 | 4 | 3 | 4 |
| None of these | 15 | 18 | 17 | 16 | 18 | 21 | 18 | 18 | 15 | 21 | 15 | 15 | 11 | 17 | 25 | 16 | 20 | 18 | 17 | 18 | 17 | 20 | 17 |
| Don't know | 2 | 3 | 3 | 1 | 4 | 1 | 2 | 3 | 3 | 3 | 2 | 5 | 5 | 1 | 2 | 2 | 4 | 3 | 4 | 2 | 2 | 3 | 3 |

| | Mar 27-28 2013 | April 3-4 2015 | | | | | | | | | | | | | | | | | | | | | |
|---|----------------------|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Do you intend to go to church over Easter? | | | | | | | | | | | | | | | | | | | | | | | |
| Yes, on Easter Sunday | 12 | 11 | 10 | 13 | 14 | 12 | 11 | 12 | 11 | 10 | 12 | 13 | 8 | 10 | 14 | 13 | 8 | 14 | 11 | 8 | 11 | 13 | 11 |
| Yes, not on Easter Sunday itself but on another day around Easter | 3 | 3 | 2 | 2 | 5 | 3 | 3 | 2 | 3 | 2 | 3 | 3 | 2 | 2 | 4 | 2 | 3 | 4 | 4 | 3 | 1 | 1 | 3 |
| No, I do not intend to go to church over Easter | 79 | 83 | 86 | 81 | 78 | 82 | 84 | 80 | 83 | 84 | 81 | 79 | 84 | 85 | 80 | 82 | 83 | 77 | 82 | 85 | 84 | 85 | 82 |
| Don't know | 5 | 4 | 3 | 4 | 3 | 2 | 3 | 5 | 2 | 3 | 4 | 5 | 6 | 3 | 2 | 2 | 6 | 6 | 3 | 4 | 4 | 2 | 4 |

| | Mar 27-28 2013 | April 3-4 2015 | | | | | | | | | | | | | | | | | | | | | |
|---|----------------------|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| People have different beliefs about God, which of the following best applies to you? | | | | | | | | | | | | | | | | | | | | | | | |
| I believe there is a God | 38 | 35 | 40 | 35 | 37 | 34 | 40 | 40 | 30 | 31 | 39 | 24 | 31 | 34 | 44 | 35 | 35 | 38 | 36 | 35 | 33 | 34 | 35 |
| I do not believe in a God, but do believe there is some sort of spiritual higher power | 21 | 20 | 20 | 19 | 25 | 25 | 21 | 17 | 23 | 18 | 23 | 19 | 18 | 22 | 21 | 19 | 21 | 22 | 19 | 22 | 20 | 17 | 21 |
| I do not believe in any sort of God or higher spiritual power | 30 | 34 | 30 | 40 | 28 | 32 | 27 | 34 | 39 | 41 | 27 | 47 | 37 | 32 | 27 | 36 | 31 | 30 | 34 | 32 | 36 | 36 | 34 |
| Don't know | 11 | 11 | 10 | 7 | 10 | 8 | 12 | 9 | 9 | 10 | 11 | 10 | 14 | 12 | 8 | 10 | 12 | 10 | 10 | 12 | 10 | 13 | 11 |

| | Mar 27-28 2013 | April 3-4 2015 | | | | | | | | | | | | | | | | | | | | |
|--|----------------------|----------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Would you describe yourself as being a practicing member of a religion? | | | | | | | | | | | | | | | | | | | | | | |
| Yes - Church of England or Church of Wales | 18 | 24 | 17 | 16 | 26 | 26 | 18 | 15 | 17 | 20 | 15 | 14 | 21 | 22 | 18 | 20 | 14 | 22 | 21 | 19 | 4 | 20 |
| Yes - Roman Catholic | 6 | 5 | 8 | 10 | 4 | 7 | 8 | 3 | 5 | 7 | 6 | 7 | 5 | 6 | 6 | 5 | 7 | 4 | 6 | 8 | 7 | 6 |
| Yes - Church of Scotland | 2 | 2 | 1 | 2 | 1 | 1 | 3 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 0 | 0 | 1 | 17 | 0 |
| Yes - another Christian church | 6 | 5 | 5 | 8 | 6 | 5 | 6 | 5 | 5 | 6 | 5 | 5 | 5 | 7 | 6 | 6 | 7 | 6 | 6 | 4 | 6 | 6 |
| Yes - Muslim | 1 | 0 | 3 | 1 | 0 | 1 | 2 | 1 | 2 | 1 | 3 | 2 | 1 | 1 | 1 | 2 | 4 | 0 | 2 | 1 | 1 | 1 |
| Yes - Jewish | 1 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 3 | 0 | 0 | 1 | 0 | 1 |
| Yes - Hindu | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 |
| Yes - Sikh | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Yes - another religion | 1 | 2 | 1 | 0 | 1 | 2 | 1 | 3 | 2 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 1 |
| No - I would not describe myself as being a practicing member of a religion | 62 | 58 | 63 | 61 | 62 | 56 | 59 | 70 | 66 | 58 | 68 | 63 | 62 | 59 | 63 | 61 | 54 | 65 | 61 | 63 | 63 | 62 |
| Not sure | 2 | 1 | 2 | 1 | 0 | 2 | 2 | 1 | 1 | 3 | 3 | 4 | 1 | 1 | 1 | 2 | 3 | 1 | 2 | 2 | 1 | 2 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | Religious? | | | |
|--------------------------|-------------------------|--------------------|------------|------------|-------------|-----------|---|
| | Yes, all | Yes, some/in media | No | Yes | No | Not sure | |
| Weighted Sample | 622 | 556 | 728 | 691 | 1182 | 33 | |
| Unweighted Sample | 636 | 554 | 716 | 667 | 1209 | 30 | |
| | % | % | % | % | % | % | % |

| | Mar 21-22 2013 | April 3-4 2015 | | | | | | |
|--|----------------------|----------------------|----|----|----|----|----|----|
| What is the MOST important part of Easter to you? | | | | | | | | |
| Spending time with friends and family | 47 | 42 | 45 | 41 | 40 | 40 | 43 | 38 |
| Having time off work | 19 | 21 | 22 | 21 | 20 | 14 | 25 | 14 |
| Its religious importance, the crucifixion of Christ and his resurrection | 15 | 13 | 12 | 13 | 13 | 31 | 2 | 8 |
| Exchanging Easter eggs | 2 | 4 | 4 | 4 | 4 | 2 | 5 | 8 |
| None of these | 15 | 18 | 15 | 18 | 19 | 9 | 23 | 11 |
| Don't know | 2 | 3 | 1 | 3 | 4 | 3 | 2 | 22 |

| | Mar 27-28 2013 | April 3-4 2015 | | | | | | |
|---|----------------------|----------------------|----|----|----|----|----|----|
| Do you intend to go to church over Easter? | | | | | | | | |
| Yes, on Easter Sunday | 12 | 11 | 11 | 12 | 10 | 27 | 2 | 4 |
| Yes, not on Easter Sunday itself but on another day around Easter | 3 | 3 | 3 | 3 | 2 | 6 | 1 | 0 |
| No, I do not intend to go to church over Easter | 79 | 83 | 82 | 83 | 83 | 61 | 96 | 63 |
| Don't know | 5 | 4 | 4 | 2 | 5 | 6 | 1 | 33 |

| | Mar 27-28 2013 | April 3-4 2015 | | | | | | |
|---|----------------------|----------------------|----|----|----|----|----|----|
| People have different beliefs about God, which of the following best applies to you? | | | | | | | | |
| I believe there is a God | 38 | 35 | 36 | 34 | 35 | 73 | 13 | 29 |
| I do not believe in a God, but do believe there is some sort of spiritual higher power | 21 | 20 | 20 | 20 | 21 | 15 | 24 | 16 |
| I do not believe in any sort of God or higher spiritual power | 30 | 34 | 35 | 36 | 31 | 5 | 52 | 7 |
| Don't know | 11 | 11 | 9 | 9 | 13 | 8 | 11 | 48 |

| | Mar 27-28 2013 | April 3-4 2015 | | | | | | |
|--|----------------------|----------------------|----|----|----|-----|-----|--|
| Would you describe yourself as being a practicing member of a religion? | | | | | | | | |
| Yes - Church of England or Church of Wales | 18 | 20 | 19 | 17 | 51 | 0 | 0 | |
| Yes - Roman Catholic | 6 | 7 | 5 | 5 | 16 | 0 | 0 | |
| Yes - Church of Scotland | 2 | 2 | 2 | 2 | 5 | 0 | 0 | |
| Yes - another Christian church | 6 | 5 | 5 | 7 | 16 | 0 | 0 | |
| Yes - Muslim | 1 | 2 | 1 | 1 | 4 | 0 | 0 | |
| Yes - Jewish | 1 | 1 | 1 | 0 | 2 | 0 | 0 | |
| Yes - Hindu | 0 | 0 | 0 | 1 | 1 | 0 | 0 | |
| Yes - Sikh | 0 | 0 | 0 | 0 | 1 | 0 | 0 | |
| Yes - another religion | 1 | 2 | 2 | 1 | 4 | 0 | 0 | |
| No - I would not describe myself as being a practicing member of a religion | 62 | 60 | 64 | 63 | 0 | 100 | 0 | |
| Not sure | 2 | 2 | 1 | 2 | 0 | 0 | 100 | |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Westminster VI | | | | | 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 | Eng/ Wales | |
| Weighted Sample | 1906 | 537 | 534 | 154 | 212 | 548 | 484 | 365 | 924 | 982 | 227 | 482 | 652 | 545 | 1086 | 820 | 244 | 619 | 408 | 469 | 166 | 1740 | |
| Unweighted Sample | 1906 | 491 | 549 | 127 | 239 | 520 | 490 | 355 | 908 | 998 | 219 | 399 | 757 | 531 | 1225 | 681 | 260 | 609 | 383 | 478 | 176 | 1730 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

| | Mar 27-28 2013 | April 3-4 2015 | | | | | | | | | | | | | | | | | | | | | |
|--|----------------------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| And how important, if at all, would you say religion is to your own life? | | | | | | | | | | | | | | | | | | | | | | | |
| Very important | 12 | 10 | 9 | 13 | 13 | 9 | 10 | 13 | 11 | 9 | 12 | 11 | 8 | 8 | 16 | 11 | 10 | 15 | 11 | 10 | 9 | 9 | 11 |
| Fairly important | 19 | 19 | 21 | 18 | 21 | 18 | 22 | 19 | 16 | 17 | 20 | 12 | 17 | 18 | 23 | 19 | 18 | 24 | 19 | 19 | 16 | 15 | 19 |
| TOTAL IMPORTANT | 31 | 29 | 30 | 31 | 34 | 27 | 32 | 32 | 27 | 26 | 32 | 23 | 25 | 26 | 39 | 30 | 28 | 39 | 30 | 29 | 25 | 24 | 30 |
| Not very important | 24 | 24 | 31 | 19 | 25 | 26 | 30 | 23 | 21 | 24 | 25 | 24 | 20 | 26 | 25 | 26 | 22 | 18 | 24 | 25 | 26 | 24 | 24 |
| Not important at all | 42 | 44 | 37 | 47 | 39 | 44 | 37 | 42 | 50 | 48 | 39 | 48 | 49 | 46 | 34 | 43 | 44 | 39 | 43 | 43 | 45 | 51 | 43 |
| TOTAL NOT IMPORTANT | 66 | 68 | 68 | 66 | 64 | 70 | 67 | 65 | 71 | 72 | 64 | 72 | 69 | 72 | 59 | 69 | 66 | 57 | 67 | 68 | 71 | 75 | 67 |
| Don't know | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 2 | 2 | 4 | 5 | 5 | 2 | 2 | 2 | 6 | 4 | 3 | 4 | 3 | 1 | 3 |
| Thinking about Jesus Christ, which of the following best reflects your own belief? | | | | | | | | | | | | | | | | | | | | | | | |
| Jesus Christ was probably not the son of God, but was a real historical religious leader | 30 | 37 | 35 | 41 | 45 | 32 | 33 | 37 | 42 | 40 | 35 | 49 | 37 | 34 | 37 | 39 | 35 | 42 | 35 | 34 | 40 | 39 | 37 |
| Jesus Christ was/is the son of God | 39 | 30 | 35 | 29 | 32 | 30 | 37 | 33 | 25 | 25 | 35 | 16 | 26 | 31 | 38 | 29 | 31 | 30 | 32 | 30 | 27 | 30 | 30 |
| Jesus Christ probably did not exist at all | 13 | 14 | 14 | 13 | 7 | 20 | 15 | 11 | 15 | 16 | 12 | 18 | 18 | 14 | 9 | 15 | 13 | 13 | 14 | 17 | 12 | 15 | 14 |
| None of these | 9 | 8 | 5 | 7 | 8 | 9 | 5 | 8 | 9 | 7 | 8 | 6 | 9 | 9 | 6 | 7 | 8 | 9 | 6 | 7 | 9 | 8 | 8 |
| Don't know | 9 | 11 | 11 | 10 | 7 | 10 | 10 | 11 | 9 | 12 | 10 | 10 | 10 | 13 | 9 | 10 | 13 | 6 | 13 | 11 | 12 | 8 | 11 |
| And thinking about the Easter story, the Bible says that Jesus Christ was crucified and came back to life on the third day. Personally speaking, do you believe that this did or did not actually happen? | | | | | | | | | | | | | | | | | | | | | | | |
| I believe that Jesus probably DID come back to life after being crucified | 31 | 29 | 31 | 27 | 30 | 30 | 34 | 32 | 23 | 25 | 32 | 18 | 25 | 29 | 36 | 30 | 27 | 33 | 30 | 29 | 25 | 29 | 28 |
| I believe that Jesus probably DID NOT come back to life after being crucified | 47 | 50 | 48 | 55 | 43 | 49 | 46 | 48 | 58 | 55 | 45 | 63 | 53 | 51 | 40 | 51 | 48 | 49 | 46 | 50 | 53 | 53 | 49 |
| I don't know | 22 | 22 | 21 | 17 | 27 | 21 | 21 | 21 | 19 | 20 | 23 | 19 | 21 | 21 | 24 | 19 | 25 | 18 | 24 | 21 | 22 | 18 | 22 |

Sample Size: 1906 GB adults
Fieldwork: 3rd - 4th April 2015

| | Watch TV leader debate? | | | Religious? | | | |
|------------------------|-------------------------|------------|--------------------|------------|------------|-------------|-----------|
| | Total | Yes, all | Yes, some/in media | No | Yes | No | Not sure |
| Weighted Sample | 1906 | 622 | 556 | 728 | 691 | 1182 | 33 |
| Unweighted Sample | 1906 | 636 | 554 | 716 | 667 | 1209 | 30 |
| | % | % | % | % | % | % | % |

| | Mar 27-28 2013 | April 3-4 2015 | | | | | | |
|--|----------------------|----------------------|-----------|-----------|-----------|-----------|-----------|-----------|
| And how important, if at all, would you say religion is to your own life? | | | | | | | | |
| Very important | 12 | 10 | 12 | 10 | 10 | 27 | 1 | 7 |
| Fairly important | 19 | 19 | 18 | 20 | 18 | 40 | 6 | 17 |
| TOTAL IMPORTANT | 31 | 29 | 30 | 30 | 28 | 67 | 7 | 24 |
| Not very important | 24 | 24 | 26 | 23 | 24 | 24 | 24 | 18 |
| Not important at all | 42 | 44 | 42 | 44 | 44 | 6 | 66 | 11 |
| TOTAL NOT IMPORTANT | 66 | 68 | 68 | 67 | 68 | 30 | 90 | 29 |
| Don't know | 3 | 3 | 2 | 2 | 5 | 3 | 2 | 47 |

| Thinking about Jesus Christ, which of the following best reflects your own belief? | | | | | | | | |
|---|----|----|----|----|----|----|----|----|
| Jesus Christ was probably not the son of God, but was a real historical religious leader | 30 | 37 | 39 | 40 | 33 | 23 | 46 | 23 |
| Jesus Christ was/is the son of God | 39 | 30 | 29 | 30 | 30 | 62 | 12 | 20 |
| Jesus Christ probably did not exist at all | 13 | 14 | 15 | 13 | 14 | 3 | 21 | 7 |
| None of these | 9 | 8 | 7 | 6 | 9 | 3 | 11 | 6 |
| Don't know | 9 | 11 | 9 | 10 | 14 | 9 | 11 | 45 |

| And thinking about the Easter story, the Bible says that Jesus Christ was crucified and came back to life on the third day. Personally speaking, do you believe that this did or did not actually happen? | | | | | | | | |
|--|----|----|----|----|----|----|----|----|
| I believe that Jesus probably DID come back to life after being crucified | 31 | 29 | 28 | 30 | 29 | 61 | 10 | 14 |
| I believe that Jesus probably DID NOT come back to life after being crucified | 47 | 50 | 54 | 50 | 46 | 20 | 68 | 17 |
| I don't know | 22 | 22 | 18 | 20 | 26 | 20 | 22 | 70 |

YouGov Weighting Data

In addition to weighting by age, gender, social class and region (weighted and unweighted figures shown in the tables), YouGov also weighted its raw data by newspaper readership and political party identification:

| | Unweighted no. | Weighted no. |
|---------------------------------------|----------------|--------------|
| Age and Gender | | |
| Male 18 to 24 | 93 | 114 |
| Male 25 to 39 | 171 | 240 |
| Male 40 to 59 | 358 | 322 |
| Male 60 + | 286 | 248 |
| Female 18 to 24 | 126 | 112 |
| Female 25 to 39 | 228 | 242 |
| Female 40 to 59 | 399 | 330 |
| Female 60 + | 245 | 297 |
| Region | | |
| North England | 478 | 469 |
| Midlands | 305 | 313 |
| East | 163 | 183 |
| London | 260 | 244 |
| South England | 446 | 436 |
| Wales | 78 | 95 |
| Scotland | 176 | 166 |
| Social Grade | | |
| AB | 707 | 534 |
| C1 | 518 | 553 |
| C2 | 299 | 400 |
| DE | 382 | 419 |
| Newspaper Type | | |
| Express / Mail | 308 | 271 |
| Sun / Star | 248 | 383 |
| Mirror / Record | 171 | 168 |
| Guardian / Independent | 174 | 84 |
| FT / Times / Telegraph | 140 | 152 |
| Other Paper | 247 | 219 |
| No Paper | 618 | 629 |
| Political Party Identification | | |
| Labour | 586 | 602 |
| Conservative | 483 | 530 |
| Liberal Democrat | 125 | 181 |
| SNP/Plaid Cymru | 56 | 36 |
| Others | 176 | 93 |
| None/ DK | 480 | 463 |

YouGov is a member of the British Polling Council and abides by its rules.

For more information on the methodology, please go to yougov.co.uk/publicopinion/methodology

Or visit our website: yougov.co.uk