

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

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	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

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	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	56	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	2	3	2	2	16	0	2	2	6	3	2	2	3	3	2	3	3	3	3	4	1	1	3
Fairly well	22	26	38	17	57	20	32	18	38	25	27	22	26	24	30	29	22	25	32	25	22	15	27
TOTAL WELL	24	29	40	19	73	20	34	20	44	28	29	24	29	27	32	32	25	28	35	29	23	16	30
Fairly badly	29	31	36	29	19	33	35	30	25	32	29	31	29	33	30	34	27	29	30	33	28	38	30
Very badly	35	31	19	44	4	40	24	42	25	35	26	30	28	31	33	27	35	31	27	26	37	36	30
TOTAL BADLY	64	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	13	10	5	8	4	6	7	8	6	5	15	14	14	10	6	7	14	11	8	12	11	9	10

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	%	%	%	%	%	%	%

	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	2	3	4	3	1	3	2	3
Fairly well	22	26	30	29	19	27	25	13
TOTAL WELL	24	29	34	32	20	30	27	16
Fairly badly	29	31	30	35	28	32	31	14
Very badly	35	31	31	28	32	28	32	26
TOTAL BADLY	64	62	61	63	60	60	63	40
Don't know	13	10	4	5	19	10	9	43

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	Westminster VI					2010 Vote			Gender		Age				Social Grade		Region					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	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	

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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	56	45
Don't know	10	9	4	5	17	12	7	37

	Mar 27-28	April 3-4						
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

	Mar 27-28	April 3-4						
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

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

	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	10	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

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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	10	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	30	34	31	33	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
A fairly good thing	10	16	21	16	11	15	16
TOTAL GOOD THING	15	24	34	24	15	23	24
A fairly bad thing	19	21	19	27	18	19	23
A very bad thing	44	37	39	35	36	38	36
TOTAL BAD THING	63	58	58	62	54	57	59
Don't know	22	19	8	14	31	20	17
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
A fairly good thing	11	18	24	19	13	18	18
TOTAL GOOD THING	15	25	36	25	16	24	25
A fairly bad thing	21	22	19	27	20	21	23
A very bad thing	43	34	36	33	33	37	33
TOTAL BAD THING	64	56	55	60	53	58	56
Don't know	21	19	9	15	31	18	19

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
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	%	%	%	%	%	%	%

	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?		
	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	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	2	3	2	1	2	1	2	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?			
	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	
	%	%	%	%	%	%	%

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?			
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 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