

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 1

**Q.1 With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain, David Cameron and the Chancellor of the Exchequer George Osborne or Ed Miliband and the Shadow Chancellor Ed Balls?**

**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate	
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803	
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898	
David Cameron and George Osborne	1191	598	593	139	178	196	193	180	305	364	371	242	214	99	50	104	112	115	83	53	119	158	189	110	139	536	
		58%	59%	56%	57%	51%	56%	53%	59%	66%	65%	54%	44%	53%	60%	46%	60%	62%	57%	51%	58%	59%	65%	59%	54%	60%	
Ed Miliband and Ed Balls	875	415	460	106	170	152	175	127	145	189	202	208	277	87	33	123	74	70	62	51	87	111	100	76	120	362	
		42%	41%	44%	43%	49%	44%	47%	41%	32%	34%	35%	46%	56%	47%	40%	54%	40%	38%	43%	49%	42%	41%	35%	41%	46%	40%

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**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
David Cameron and George Osborne	1191	112	418	459	79	90	33	503	67	80	122	516	86	181
		58%	85%	74%	58%	34%	45%	98%	12%	65%	71%	91%	22%	50%
Ed Miliband and Ed Balls	875	19	150	336	153	112	105	9	484	42	51	50	299	178
		42%	15%	26%	42%	66%	55%	2%	88%	35%	29%	9%	78%	50%

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Absolutes/col percents

Table 2

**Q.2 From the following list of words and phrases please select the 3 that most closely describe your view of the following people.**

**Please select up to 3 answers for each column**

**Summary Table**

**Base: All respondents**

	Politician			
	David Cameron	Ed Miliband	Nick Clegg	Nigel Farage
Unweighted base	2066	2066	2066	2066
Weighted base	2066	2066	2066	2066
Determined	376 18%	214 10%	138 7%	278 13%
Weak	121 6%	499 24%	610 30%	133 6%
Down to earth	69 3%	202 10%	165 8%	236 11%
Out of touch	530 26%	355 17%	438 21%	305 15%
Principled	240 12%	213 10%	197 10%	215 10%
Indecisive	120 6%	289 14%	422 20%	98 5%
Up to the job	356 17%	193 9%	95 5%	120 6%
Out of his depth	193 9%	553 27%	604 29%	393 19%
Competent	367 18%	185 9%	153 7%	103 5%
Dishonest	217 10%	125 6%	205 10%	234 11%
Doesn't listen	497 24%	254 12%	305 15%	221 11%
Shares my values	153 7%	238 12%	130 6%	186 9%
Weird	59 3%	264 13%	99 5%	445 22%
Likeable	184 9%	198 10%	278 13%	182 9%

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**Summary Table**

**Base: All respondents**

	Politician			
	David Cameron	Ed Miliband	Nick Clegg	Nigel Farage
Weighted base	2066	2066	2066	2066
Ruthless	172 8%	82 4%	75 4%	178 9%
Fair	169 8%	223 11%	211 10%	105 5%
Stands up for Britain	408 20%	224 11%	159 8%	538 26%
On my side	75 4%	223 11%	105 5%	114 6%
Arrogant	529 26%	256 12%	255 12%	423 20%
Smug	477 23%	282 14%	344 17%	377 18%

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Table 3

**Q.2 From the following list of words and phrases please select the 3 that most closely describe your view of the following people.**

**Please select up to 3 answers for each column**

**David Cameron**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Out of touch	530	279	251	44	80	82	100	92	132	134	133	129	134	43	27	49	45	44	47	27	57	67	73	51	82	197
	26%	28%	24%	18%	23%	24%	27%	30%	29%	24%	23%	29%	27%	23%	32%	21%	24%	24%	32%	26%	28%	25%	25%	28%	32%	22%
Arrogant	529	259	271	49	89	83	103	89	117	112	125	127	165	64	28	56	40	36	39	36	63	60	67	42	77	195
	26%	26%	26%	20%	26%	24%	28%	29%	26%	20%	22%	28%	34%	34%	33%	24%	21%	19%	27%	35%	30%	22%	23%	22%	30%	22%
Doesn't listen	497	228	269	45	79	92	101	65	116	95	122	108	171	51	19	67	41	44	36	24	52	59	52	51	67	198
	24%	22%	26%	18%	23%	26%	27%	21%	26%	17%	21%	24%	35%	27%	23%	29%	22%	24%	25%	24%	25%	22%	18%	27%	26%	22%
Smug	477	230	247	60	78	73	99	79	88	116	127	112	122	54	23	51	35	34	34	27	62	54	64	38	71	192
	23%	23%	23%	24%	22%	21%	27%	26%	19%	21%	22%	25%	25%	29%	28%	22%	19%	18%	24%	27%	30%	20%	22%	20%	27%	21%
Stands up for Britain	408	222	186	35	40	59	69	77	128	139	117	88	64	29	12	50	41	46	28	19	32	61	56	33	41	170
	20%	22%	18%	14%	12%	17%	19%	25%	28%	25%	21%	20%	13%	16%	14%	22%	22%	25%	19%	18%	16%	23%	19%	18%	16%	19%
Determined	376	187	189	38	56	61	75	59	88	111	120	78	67	30	13	29	34	41	23	20	37	52	53	43	47	161
	18%	18%	18%	16%	16%	17%	20%	19%	20%	20%	21%	17%	14%	16%	16%	13%	18%	22%	16%	19%	18%	19%	18%	23%	18%	18%
Competent	367	210	157	32	34	56	59	69	116	112	115	74	66	18	11	39	36	32	28	10	50	55	52	36	44	155
	18%	21%	15%	13%	10%	16%	16%	22%	26%	20%	20%	17%	13%	10%	14%	17%	19%	17%	19%	10%	24%	21%	18%	19%	17%	17%
Up to the job	356	200	156	39	49	47	47	62	112	115	110	70	60	25	12	29	42	30	23	18	37	53	56	29	26	168
	17%	20%	15%	16%	14%	13%	13%	20%	25%	21%	19%	15%	12%	13%	14%	13%	23%	16%	16%	18%	18%	20%	19%	15%	10%	19%
Principled	240	122	117	20	29	49	49	43	50	80	69	50	41	23	6	22	23	19	16	10	21	35	34	31	27	118
	12%	12%	11%	8%	8%	14%	13%	14%	11%	15%	12%	11%	8%	12%	7%	10%	12%	10%	11%	10%	10%	13%	12%	16%	10%	13%
Dishonest	217	100	116	25	65	31	50	17	28	46	61	47	63	35	12	28	13	16	14	9	18	33	21	17	36	93
	10%	10%	11%	10%	19%	9%	14%	6%	6%	8%	11%	10%	13%	19%	15%	12%	7%	9%	10%	8%	9%	12%	7%	9%	14%	10%
Out of his depth	193	72	121	28	37	40	29	27	32	43	45	36	71	28	6	26	14	19	16	7	15	21	18	23	17	85
	9%	7%	11%	11%	11%	11%	8%	9%	7%	8%	8%	8%	14%	15%	7%	12%	8%	10%	11%	6%	7%	8%	6%	12%	7%	9%
Likeable	184	87	96	26	41	27	33	22	36	63	58	31	31	13	5	16	13	29	6	8	11	32	28	23	17	81
	9%	9%	9%	10%	12%	8%	9%	7%	8%	11%	10%	7%	6%	7%	6%	7%	7%	16%	4%	8%	5%	12%	10%	12%	7%	9%

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**Q.2 From the following list of words and phrases please select the 3 that most closely describe your view of the following people.**

**Please select up to 3 answers for each column**

**David Cameron**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Ruthless	172 8%	76 8%	95 9%	17 7%	24 7%	32 9%	33 9%	35 11%	30 7%	32 6%	45 8%	44 10%	51 10%	26 14%	8 9%	16 7%	15 8%	9 5%	5 3%	12 11%	20 9%	19 7%	21 7%	22 12%	16 6%	73 8%
Fair	169 8%	82 8%	87 8%	33 14%	28 8%	31 9%	28 8%	20 6%	30 7%	53 10%	47 8%	30 7%	40 8%	8 4%	6 7%	20 9%	19 10%	21 11%	10 7%	5 5%	15 7%	28 10%	24 8%	14 7%	10 4%	94 10%
Shares my values	153 7%	82 8%	71 7%	15 6%	19 6%	25 7%	16 4%	20 7%	58 13%	49 9%	53 9%	28 6%	24 5%	9 5%	7 8%	13 6%	11 6%	21 11%	20 14%	6 6%	12 6%	17 6%	20 7%	17 9%	16 6%	60 7%
Weak	121 6%	63 6%	58 6%	29 12%	15 4%	16 5%	26 7%	13 4%	22 5%	48 9%	25 4%	28 6%	21 4%	6 3%	5 6%	13 6%	11 6%	9 5%	5 4%	8 8%	8 4%	14 5%	33 11%	9 5%	14 5%	60 7%
Indecisive	120 6%	62 6%	59 6%	18 7%	12 4%	15 4%	24 6%	23 7%	28 6%	41 7%	21 4%	26 6%	32 6%	10 5%	6 7%	14 6%	17 9%	11 6%	8 6%	3 3%	8 4%	10 4%	20 7%	13 7%	14 5%	54 6%
On my side	75 4%	37 4%	38 4%	7 3%	8 2%	7 2%	7 2%	18 6%	27 6%	25 5%	21 4%	15 3%	13 3%	3 1%	1 2%	7 3%	11 6%	10 5%	12 9%	4 3%	4 2%	3 1%	14 5%	6 3%	12 4%	29 3%
Down to earth	69 3%	33 3%	36 3%	11 4%	23 7%	12 3%	8 2%	6 2%	9 2%	16 3%	21 4%	27 6%	5 1%	9 5%	7 8%	7 3%	6 3%	4 2%	3 2%	2 2%	6 3%	9 3%	11 4%	4 2%	14 5%	36 4%
Weird	59 3%	20 2%	39 4%	18 7%	20 6%	12 3%	4 1%	3 1%	2 *	9 2%	20 4%	7 2%	22 5%	8 5%	2 2%	10 4%	4 2%	6 3%	4 3%	8 7%	4 2%	4 1%	6 2%	3 2%	3 1%	31 3%

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**David Cameron**

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	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Out of touch	530 26%	33 25%	78 14%	168 21%	96 41%	91 45%	64 47%	32 6%	216 39%	36 30%	70 40%	91 16%	141 36%	117 33%
Arrogant	529 26%	20 15%	82 14%	186 23%	102 44%	68 34%	71 52%	18 3%	246 45%	28 23%	51 29%	46 8%	160 42%	114 32%
Doesn't listen	497 24%	24 19%	78 14%	182 23%	94 40%	70 35%	48 35%	21 4%	191 35%	25 20%	69 40%	70 12%	122 32%	95 26%
Smug	477 23%	19 15%	99 17%	174 22%	78 34%	58 29%	49 35%	26 5%	183 33%	35 29%	50 29%	55 10%	133 34%	96 27%
Stands up for Britain	408 20%	33 25%	182 32%	159 20%	13 5%	13 7%	8 6%	212 41%	57 10%	28 23%	19 11%	207 37%	43 11%	55 15%
Determined	376 18%	27 21%	132 23%	164 21%	23 10%	18 9%	13 9%	157 31%	52 10%	26 22%	23 13%	162 29%	49 13%	67 19%
Competent	367 18%	38 29%	162 29%	130 16%	16 7%	13 6%	7 5%	194 38%	29 5%	27 22%	26 15%	182 32%	35 9%	54 15%
Up to the job	356 17%	39 29%	168 30%	119 15%	13 6%	13 6%	4 3%	226 44%	21 4%	15 12%	20 12%	197 35%	21 6%	49 14%
Principled	240 12%	27 21%	81 14%	105 13%	12 5%	8 4%	7 5%	100 20%	21 4%	23 19%	20 12%	100 18%	28 7%	42 12%
Dishonest	217 10%	6 4%	26 5%	84 11%	36 16%	37 18%	28 20%	8 2%	102 18%	6 5%	13 7%	15 3%	70 18%	40 11%
Out of his depth	193 9%	8 6%	31 5%	64 8%	40 17%	32 16%	19 13%	11 2%	73 13%	10 9%	17 10%	23 4%	40 10%	35 10%
Likeable	184 9%	21 16%	80 14%	63 8%	8 3%	5 3%	8 6%	76 15%	20 4%	14 11%	7 4%	71 12%	15 4%	35 10%
Ruthless	172 8%	6 4%	38 7%	62 8%	29 12%	23 11%	14 10%	15 3%	72 13%	7 6%	16 9%	30 5%	55 14%	25 7%

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Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Fair	169	11	77	61	10	4	6	87	15	11	16	79	13	30
	8%	9%	14%	8%	4%	2%	4%	17%	3%	9%	9%	14%	3%	8%
Shares my values	153	20	70	49	10	3	2	114	7	3	7	100	5	15
	7%	15%	12%	6%	4%	2%	2%	22%	1%	2%	4%	18%	1%	4%
Weak	121	7	26	48	17	15	8	10	39	3	16	16	25	18
	6%	6%	5%	6%	7%	7%	6%	2%	7%	2%	9%	3%	7%	5%
Indecisive	120	9	32	40	21	15	3	14	37	6	18	28	24	22
	6%	7%	6%	5%	9%	7%	2%	3%	7%	5%	11%	5%	6%	6%
On my side	75	8	31	27	1	4	3	53	6	2	1	51	6	8
	4%	6%	6%	3%	1%	2%	2%	10%	1%	2%	1%	9%	2%	2%
Down to earth	69	1	19	38	3	7	1	24	9	6	4	18	6	10
	3%	1%	3%	5%	1%	4%	1%	5%	2%	5%	2%	3%	2%	3%
Weird	59	1	12	31	4	4	7	4	19	3	4	8	11	6
	3%	1%	2%	4%	2%	2%	5%	1%	3%	2%	2%	1%	3%	2%



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Table 4

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**Ed Miliband**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Out of his depth	553 27%	317 31%	236 22%	47 19%	81 23%	81 23%	93 25%	85 28%	167 37%	179 32%	151 26%	123 27%	100 20%	43 23%	29 35%	47 21%	57 31%	57 31%	53 36%	18 18%	57 27%	70 26%	70 24%	52 28%	57 22%	242 27%
Weak	499 24%	291 29%	207 20%	44 18%	57 16%	78 22%	76 21%	89 29%	155 34%	160 29%	149 26%	105 23%	84 17%	38 21%	18 22%	49 22%	55 29%	38 20%	35 24%	18 17%	49 23%	77 29%	72 25%	50 27%	51 20%	219 24%
Out of touch	355 17%	196 19%	159 15%	32 13%	48 14%	47 13%	63 17%	63 21%	101 23%	96 17%	101 18%	73 16%	84 17%	42 23%	16 20%	33 14%	29 16%	24 13%	28 19%	12 11%	34 16%	44 16%	50 17%	43 23%	42 16%	155 17%
Indecisive	289 14%	183 18%	106 10%	29 12%	41 12%	33 9%	57 16%	44 14%	85 19%	83 15%	76 13%	61 13%	69 14%	35 19%	4 5%	29 13%	36 19%	25 13%	12 8%	8 8%	33 16%	40 15%	47 16%	20 11%	32 13%	131 15%
Smug	282 14%	120 12%	163 15%	30 12%	33 10%	46 13%	46 13%	59 19%	68 15%	83 15%	94 16%	57 13%	47 10%	30 16%	18 21%	25 11%	29 16%	24 13%	20 14%	17 16%	26 13%	22 8%	48 16%	24 13%	24 9%	129 14%
Weird	264 13%	135 13%	129 12%	39 16%	51 15%	40 12%	53 14%	31 10%	50 11%	78 14%	88 15%	46 10%	51 10%	20 11%	10 12%	31 13%	22 12%	33 18%	22 15%	9 9%	33 16%	31 12%	35 12%	19 10%	34 13%	120 13%
Arrogant	256 12%	89 9%	166 16%	48 20%	35 10%	45 13%	31 8%	40 13%	56 13%	77 14%	74 13%	43 10%	61 12%	24 13%	14 17%	20 9%	18 9%	30 16%	15 10%	5 5%	32 16%	30 11%	36 13%	31 16%	34 13%	104 12%
Doesn't listen	254 12%	127 13%	127 12%	35 14%	30 9%	39 11%	44 12%	44 14%	61 14%	71 13%	60 10%	51 11%	72 15%	12 7%	10 12%	18 8%	26 14%	26 14%	20 14%	18 17%	27 13%	32 12%	34 12%	31 16%	16 6%	112 12%
Shares my values	238 12%	122 12%	116 11%	18 7%	43 12%	45 13%	39 11%	37 12%	56 12%	60 11%	53 9%	64 14%	62 13%	25 13%	7 8%	28 12%	17 9%	25 13%	14 10%	17 17%	20 10%	33 12%	32 11%	22 12%	40 16%	77 9%
Stands up for Britain	224 11%	97 10%	127 12%	22 9%	44 13%	36 10%	43 12%	34 11%	45 10%	46 8%	48 8%	49 11%	80 16%	19 10%	11 13%	30 13%	14 7%	19 10%	9 6%	20 19%	24 11%	23 9%	31 11%	24 13%	30 12%	89 10%
Fair	223 11%	117 12%	106 10%	34 14%	22 6%	45 13%	37 10%	42 14%	43 10%	58 11%	57 10%	47 10%	60 12%	23 12%	7 8%	27 12%	21 11%	25 14%	15 10%	12 12%	24 11%	23 9%	26 9%	19 10%	31 12%	94 10%
On my side	223 11%	114 11%	109 10%	23 10%	35 10%	39 11%	47 13%	35 11%	44 10%	49 9%	54 9%	61 13%	59 12%	14 7%	11 13%	40 18%	12 7%	12 6%	15 10%	20 19%	26 13%	32 12%	27 9%	13 7%	28 11%	92 10%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 4

**Q.2 From the following list of words and phrases please select the 3 that most closely describe your view of the following people.**

**Please select up to 3 answers for each column**

**Ed Miliband**

**Base: All respondents**

	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Determined	214	111	103	33	39	40	36	32	35	53	63	43	54	12	8	29	15	15	11	12	18	35	38	20	25	93
	10%	11%	10%	13%	11%	12%	10%	10%	8%	10%	11%	10%	11%	7%	10%	13%	8%	8%	8%	12%	9%	13%	13%	11%	9%	10%
Principled	213	117	96	18	41	34	56	21	43	77	55	43	39	17	7	23	21	24	20	9	13	37	21	21	41	85
	10%	12%	9%	7%	12%	10%	15%	7%	10%	14%	10%	10%	8%	9%	8%	10%	11%	13%	14%	9%	6%	14%	7%	11%	16%	9%
Down to earth	202	85	117	26	40	31	38	36	30	40	58	46	58	16	5	25	25	20	24	9	22	21	19	16	31	74
	10%	8%	11%	11%	11%	9%	10%	12%	7%	7%	10%	10%	12%	9%	6%	11%	13%	10%	16%	9%	11%	8%	7%	9%	12%	8%
Likeable	198	102	97	15	35	35	39	37	37	41	61	50	46	18	8	31	10	16	11	10	22	26	22	23	30	82
	10%	10%	9%	6%	10%	10%	11%	12%	8%	7%	11%	11%	9%	10%	10%	14%	5%	9%	8%	10%	11%	10%	8%	13%	12%	9%
Up to the job	193	84	109	21	29	38	44	25	36	31	51	48	63	20	8	32	26	16	9	10	11	24	21	16	21	76
	9%	8%	10%	9%	8%	11%	12%	8%	8%	6%	9%	11%	13%	11%	9%	14%	14%	8%	7%	9%	5%	9%	7%	9%	8%	8%
Competent	185	81	104	17	20	35	44	28	41	49	30	44	62	23	6	21	12	18	14	12	20	14	27	17	32	67
	9%	8%	10%	7%	6%	10%	12%	9%	9%	9%	5%	10%	13%	13%	7%	9%	7%	10%	10%	11%	10%	5%	9%	9%	12%	7%
Dishonest	125	51	75	15	30	18	25	16	21	30	39	23	34	18	4	8	13	11	14	5	6	22	18	6	16	65
	6%	5%	7%	6%	9%	5%	7%	5%	5%	5%	7%	5%	7%	10%	5%	4%	7%	6%	10%	5%	3%	8%	6%	3%	6%	7%
Ruthless	82	31	52	10	31	6	11	7	17	18	29	23	12	12	2	8	4	10	2	6	10	10	7	12	9	38
	4%	3%	5%	4%	9%	2%	3%	2%	4%	3%	5%	5%	2%	6%	2%	4%	2%	5%	1%	6%	5%	4%	2%	6%	3%	4%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

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**Base: All respondents**

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		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Out of his depth	553 27%	63 48%	199 35%	165 21%	45 19%	57 28%	25 18%	249 49%	36 6%	35 29%	63 37%	262 46%	39 10%	94 26%
Weak	499 24%	53 40%	166 29%	173 22%	42 18%	31 15%	34 25%	210 41%	28 5%	40 33%	64 37%	223 39%	48 12%	78 22%
Out of touch	355 17%	34 26%	118 21%	110 14%	24 11%	47 23%	22 16%	143 28%	24 4%	21 18%	46 27%	146 26%	27 7%	57 16%
Indecisive	289 14%	23 17%	101 18%	97 12%	23 10%	27 14%	17 12%	110 21%	27 5%	17 14%	35 20%	114 20%	34 9%	42 12%
Smug	282 14%	27 20%	81 14%	115 14%	34 15%	21 10%	5 4%	117 23%	11 2%	11 9%	35 20%	128 23%	17 4%	43 12%
Weird	264 13%	30 23%	72 13%	118 15%	22 10%	15 8%	5 4%	97 19%	28 5%	10 8%	28 16%	118 21%	21 5%	35 10%
Arrogant	256 12%	23 17%	88 15%	94 12%	28 12%	15 7%	8 6%	97 19%	12 2%	13 11%	30 17%	113 20%	16 4%	25 7%
Doesn't listen	254 12%	17 13%	67 12%	91 12%	36 16%	30 15%	12 8%	88 17%	16 3%	14 11%	35 20%	93 16%	15 4%	41 11%
Shares my values	238 12%	2 2%	43 8%	88 11%	36 16%	34 17%	34 25%	5 1%	175 32%	10 8%	7 4%	8 1%	117 30%	41 11%
Stands up for Britain	224 11%	7 6%	52 9%	93 12%	40 17%	19 9%	12 9%	15 3%	116 21%	12 10%	8 5%	22 4%	81 21%	46 13%
Fair	223 11%	5 4%	43 8%	97 12%	24 10%	27 14%	26 19%	17 3%	116 21%	14 12%	14 8%	22 4%	74 19%	54 15%
On my side	223 11%	6 5%	34 6%	102 13%	27 12%	34 17%	19 14%	6 1%	162 29%	9 8%	3 1%	16 3%	98 25%	42 12%
Determined	214 10%	12 9%	57 10%	79 10%	32 14%	14 7%	20 14%	39 8%	78 14%	24 20%	9 5%	43 8%	56 15%	42 12%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

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**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Principled	213	9	66	66	31	15	26	24	111	13	11	33	61	48
	10%	7%	12%	8%	14%	7%	19%	5%	20%	10%	7%	6%	16%	13%
Down to earth	202	9	53	81	25	18	17	14	105	12	10	18	66	40
	10%	7%	9%	10%	11%	9%	13%	3%	19%	10%	6%	3%	17%	11%
Likeable	198	4	61	73	22	14	24	28	95	16	11	30	63	44
	10%	3%	11%	9%	10%	7%	18%	5%	17%	13%	6%	5%	16%	12%
Up to the job	193	6	37	61	37	31	20	8	121	6	7	16	74	32
	9%	5%	6%	8%	16%	15%	15%	2%	22%	5%	4%	3%	19%	9%
Competent	185	3	43	66	35	18	20	13	93	13	6	18	61	46
	9%	3%	8%	8%	15%	9%	14%	3%	17%	10%	3%	3%	16%	13%
Dishonest	125	18	22	54	9	15	7	34	15	4	15	37	9	17
	6%	14%	4%	7%	4%	7%	5%	7%	3%	4%	9%	6%	2%	5%
Ruthless	82	5	30	32	7	3	5	23	8	3	9	24	7	23
	4%	4%	5%	4%	3%	2%	4%	5%	2%	3%	5%	4%	2%	6%

## Leadership Survey

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Table 5

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**Nick Clegg**

**Base: All respondents**

	Gender		Age						Social Grade				Region										Employment Sector			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Weak	610	306	303	70	78	102	117	104	138	153	198	110	148	53	22	67	53	52	45	34	69	72	86	56	82	261
	30%	30%	29%	28%	22%	29%	32%	34%	31%	28%	35%	24%	30%	29%	27%	29%	29%	28%	31%	33%	33%	27%	30%	30%	32%	29%
Out of his depth	604	308	296	62	103	78	110	92	159	163	171	130	139	73	16	68	47	61	50	30	62	68	79	49	86	227
	29%	30%	28%	25%	30%	22%	30%	30%	35%	30%	30%	29%	28%	40%	20%	30%	25%	33%	35%	29%	30%	25%	27%	27%	33%	25%
Out of touch	438	247	191	35	64	58	96	79	108	103	116	105	114	48	19	53	40	30	39	18	43	46	56	46	45	185
	21%	24%	18%	14%	18%	17%	26%	26%	24%	19%	20%	23%	23%	26%	23%	23%	22%	16%	27%	18%	21%	17%	19%	25%	17%	21%
Indecisive	422	204	218	40	60	72	71	65	114	105	112	87	118	38	18	47	35	38	31	28	40	56	52	40	66	163
	20%	20%	21%	16%	17%	21%	19%	21%	25%	19%	20%	19%	24%	20%	22%	20%	19%	20%	21%	27%	19%	21%	18%	21%	25%	18%
Smug	344	189	155	32	46	52	61	66	88	96	86	91	71	27	21	32	28	32	23	17	30	48	50	35	36	143
	17%	19%	15%	13%	13%	15%	17%	21%	19%	17%	15%	20%	14%	15%	25%	14%	15%	17%	16%	17%	15%	18%	17%	19%	14%	16%
Doesn't listen	305	138	167	38	43	50	61	33	80	64	65	76	100	25	8	45	26	25	21	15	25	50	30	35	38	126
	15%	14%	16%	16%	12%	14%	17%	11%	18%	12%	11%	17%	20%	13%	10%	20%	14%	13%	15%	15%	12%	19%	10%	19%	15%	14%
Likeable	278	141	137	19	41	49	47	55	66	80	90	52	56	19	7	25	25	26	19	7	35	43	45	25	23	120
	13%	14%	13%	8%	12%	14%	13%	18%	15%	14%	16%	12%	11%	10%	9%	11%	13%	14%	13%	7%	17%	16%	16%	13%	9%	13%
Arrogant	255	129	126	30	37	40	28	43	76	73	52	70	60	37	20	20	13	17	13	13	21	29	42	30	29	102
	12%	13%	12%	12%	11%	12%	8%	14%	17%	13%	9%	16%	12%	20%	24%	9%	7%	9%	9%	12%	10%	11%	14%	16%	11%	11%
Fair	211	105	106	24	30	39	36	38	45	69	60	41	41	18	12	20	26	16	10	9	20	33	35	13	31	87
	10%	10%	10%	10%	9%	11%	10%	12%	10%	13%	10%	9%	8%	10%	15%	9%	14%	8%	7%	9%	9%	12%	12%	7%	12%	10%
Dishonest	205	116	89	33	42	25	52	21	33	55	58	48	45	21	8	30	18	15	17	7	17	33	25	15	25	90
	10%	11%	8%	13%	12%	7%	14%	7%	7%	10%	10%	11%	9%	11%	10%	13%	10%	8%	12%	6%	8%	12%	9%	8%	10%	10%
Principled	197	115	82	16	27	20	40	35	60	68	50	47	31	14	6	18	22	18	15	10	28	21	27	18	18	82
	10%	11%	8%	6%	8%	6%	11%	11%	13%	12%	9%	10%	6%	8%	8%	8%	12%	10%	10%	10%	13%	8%	9%	9%	7%	9%
Down to earth	165	76	89	25	36	38	25	22	19	61	46	28	29	12	7	19	20	14	12	7	16	26	18	13	17	93
	8%	7%	8%	10%	10%	11%	7%	7%	4%	11%	8%	6%	6%	7%	8%	8%	11%	8%	8%	7%	8%	10%	6%	7%	7%	10%

## Leadership Survey

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	Gender			Age						Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Stands up for Britain	159 8%	74 7%	85 8%	21 8%	17 5%	29 8%	28 8%	29 9%	36 8%	46 8%	34 6%	31 7%	48 10%	15 8%	5 6%	12 5%	17 9%	17 9%	15 10%	11 11%	18 9%	18 7%	13 5%	17 9%	18 7%	71 8%
Competent	153 7%	76 8%	77 7%	18 7%	25 7%	19 6%	30 8%	26 9%	35 8%	50 9%	39 7%	32 7%	32 7%	10 5%	7 8%	15 7%	18 9%	16 9%	8 6%	7 7%	14 7%	15 6%	23 8%	20 11%	21 8%	64 7%
Determined	138 7%	56 6%	82 8%	20 8%	27 8%	20 6%	25 7%	18 6%	29 6%	41 7%	41 7%	28 6%	28 6%	6 3%	4 4%	13 6%	13 7%	19 10%	6 4%	9 8%	8 4%	21 8%	25 9%	15 8%	23 9%	60 7%
Shares my values	130 6%	57 6%	73 7%	12 5%	34 10%	19 5%	18 5%	16 5%	31 7%	40 7%	46 8%	23 5%	21 4%	18 10%	5 6%	12 5%	17 9%	14 8%	5 3%	5 5%	14 7%	10 4%	16 6%	14 8%	15 6%	56 6%
On my side	105 5%	41 4%	64 6%	12 5%	23 6%	13 4%	17 5%	24 8%	16 4%	28 5%	22 4%	24 5%	31 6%	6 3%	1 1%	12 5%	17 9%	13 7%	10 7%	4 4%	7 3%	9 3%	17 6%	9 5%	20 8%	36 4%
Weird	99 5%	46 4%	54 5%	26 10%	15 4%	21 6%	15 4%	13 4%	10 2%	21 4%	26 4%	21 5%	32 7%	10 6%	4 4%	15 7%	8 4%	6 3%	7 5%	7 6%	12 6%	13 5%	10 4%	7 4%	10 4%	52 6%
Up to the job	95 5%	49 5%	46 4%	13 5%	24 7%	15 4%	10 3%	10 3%	25 5%	33 6%	32 6%	16 4%	14 3%	11 6%	1 2%	9 4%	5 3%	11 6%	4 3%	5 5%	12 6%	13 5%	16 5%	8 4%	7 3%	43 5%
Ruthless	75 4%	30 3%	45 4%	8 3%	14 4%	15 4%	14 4%	10 3%	13 3%	13 2%	22 4%	14 3%	27 5%	5 3%	4 5%	9 4%	5 3%	5 3%	5 3%	-	10 5%	13 5%	11 4%	9 5%	11 4%	30 3%

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Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Weak	610 30%	50 38%	140 25%	216 27%	89 39%	61 30%	53 38%	150 29%	192 35%	12 10%	59 34%	184 33%	123 32%	92 26%
Out of his depth	604 29%	49 37%	156 27%	184 23%	84 36%	74 37%	56 41%	161 31%	174 32%	13 10%	70 40%	198 35%	119 31%	83 23%
Out of touch	438 21%	36 27%	98 17%	151 19%	57 25%	67 33%	30 22%	105 21%	113 21%	10 8%	61 35%	123 22%	96 25%	65 18%
Indecisive	422 20%	28 21%	110 19%	134 17%	68 29%	44 22%	38 27%	126 25%	143 26%	4 3%	32 18%	122 22%	102 26%	64 18%
Smug	344 17%	32 24%	71 13%	127 16%	46 20%	43 22%	23 17%	85 17%	86 16%	3 2%	44 26%	112 20%	64 17%	39 11%
Doesn't listen	305 15%	18 14%	62 11%	92 12%	62 27%	51 25%	20 15%	49 9%	98 18%	2 2%	46 26%	70 12%	67 17%	51 14%
Likeable	278 13%	23 18%	108 19%	95 12%	20 9%	13 6%	18 13%	101 20%	57 10%	26 21%	17 10%	97 17%	35 9%	66 18%
Arrogant	255 12%	28 21%	69 12%	86 11%	33 14%	29 14%	11 8%	60 12%	68 12%	5 4%	29 17%	81 14%	59 15%	25 7%
Fair	211 10%	7 5%	74 13%	96 12%	10 4%	11 5%	13 10%	71 14%	43 8%	30 24%	13 8%	74 13%	28 7%	53 15%
Dishonest	205 10%	10 8%	41 7%	76 10%	27 12%	29 14%	22 16%	31 6%	82 15%	3 3%	11 6%	34 6%	62 16%	26 7%
Principled	197 10%	13 10%	85 15%	75 9%	13 5%	3 2%	8 6%	75 15%	30 5%	28 23%	10 6%	73 13%	20 5%	48 13%
Down to earth	165 8%	5 4%	55 10%	79 10%	7 3%	5 2%	14 10%	48 9%	37 7%	12 10%	8 4%	47 8%	23 6%	36 10%
Stands up for Britain	159 8%	6 5%	57 10%	76 10%	8 3%	3 2%	9 6%	45 9%	34 6%	26 21%	7 4%	47 8%	27 7%	34 9%

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Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Competent	153 7%	13 10%	70 12%	46 6%	15 6%	3 1%	7 5%	52 10%	25 5%	19 16%	8 5%	45 8%	15 4%	39 11%
Determined	138 7%	2 2%	43 8%	60 8%	16 7%	8 4%	8 6%	35 7%	31 6%	15 12%	5 3%	38 7%	26 7%	28 8%
Shares my values	130 6%	6 5%	54 9%	55 7%	4 2%	2 1%	8 6%	28 5%	23 4%	40 33%	3 2%	24 4%	11 3%	60 17%
On my side	105 5%	4 3%	35 6%	52 6%	8 4%	4 2%	2 1%	26 5%	16 3%	33 27%	7 4%	18 3%	23 6%	40 11%
Weird	99 5%	6 5%	23 4%	41 5%	9 4%	14 7%	6 4%	17 3%	24 4%	4 3%	15 8%	24 4%	16 4%	13 4%
Up to the job	95 5%	4 3%	34 6%	44 6%	2 1%	6 3%	6 4%	23 4%	16 3%	18 15%	4 3%	22 4%	12 3%	25 7%
Ruthless	75 4%	2 2%	19 3%	31 4%	7 3%	10 5%	6 4%	13 3%	26 5%	1 1%	8 5%	17 3%	22 6%	5 1%



## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 6

**Q.2 From the following list of words and phrases please select the 3 that most closely describe your view of the following people.**

**Please select up to 3 answers for each column**

**Nigel Farage**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Stands up for Britain	538 26%	331 33%	206 20%	29 12%	46 13%	87 25%	112 30%	91 30%	173 39%	140 25%	153 27%	114 25%	130 27%	30 16%	16 19%	53 23%	60 32%	52 28%	56 39%	34 33%	49 24%	65 24%	70 24%	52 28%	63 25%	209 23%
Weird	445 22%	211 21%	234 22%	37 15%	72 21%	64 19%	90 24%	85 28%	97 22%	139 25%	127 22%	80 18%	98 20%	58 31%	16 19%	47 21%	43 23%	37 20%	31 22%	25 25%	47 23%	44 16%	65 23%	31 17%	44 17%	203 23%
Arrogant	423 20%	183 18%	240 23%	52 21%	60 17%	67 19%	84 23%	64 21%	96 22%	119 22%	127 22%	85 19%	92 19%	41 22%	14 17%	40 17%	30 16%	40 21%	23 16%	23 22%	57 28%	56 21%	58 20%	41 22%	51 20%	175 20%
Out of his depth	393 19%	183 18%	210 20%	40 16%	63 18%	64 18%	65 18%	60 20%	102 23%	113 20%	111 19%	91 20%	78 16%	45 24%	10 13%	43 19%	36 20%	29 16%	35 24%	20 20%	36 17%	43 16%	55 19%	42 22%	55 21%	144 16%
Smug	377 18%	182 18%	195 18%	46 19%	71 20%	55 16%	74 20%	55 18%	76 17%	104 19%	105 18%	89 20%	80 16%	36 19%	12 15%	36 16%	33 18%	39 21%	17 12%	17 17%	50 24%	58 21%	44 15%	36 19%	42 16%	156 17%
Out of touch	305 15%	147 14%	158 15%	49 20%	58 17%	47 13%	71 19%	40 13%	40 9%	84 15%	84 15%	59 13%	78 16%	34 18%	13 15%	35 15%	32 17%	24 13%	14 10%	11 10%	23 11%	37 14%	48 17%	36 19%	48 18%	133 15%
Determined	278 13%	147 14%	131 12%	30 12%	34 10%	36 10%	51 14%	56 18%	71 16%	85 15%	78 14%	52 11%	63 13%	16 9%	12 14%	31 14%	22 12%	20 11%	17 12%	17 17%	30 15%	39 14%	47 16%	27 15%	39 15%	106 12%
Down to earth	236 11%	140 14%	96 9%	18 7%	20 6%	31 9%	41 11%	50 16%	76 17%	57 10%	59 10%	63 14%	57 12%	15 8%	10 12%	28 12%	20 10%	17 9%	25 17%	14 13%	25 12%	22 8%	34 12%	27 14%	35 13%	95 11%
Dishonest	234 11%	110 11%	124 12%	23 9%	68 19%	36 10%	41 11%	27 9%	38 9%	72 13%	57 10%	56 12%	49 10%	38 21%	14 17%	18 8%	16 8%	20 11%	12 8%	5 5%	27 13%	39 15%	26 9%	20 10%	47 18%	111 12%
Doesn't listen	221 11%	91 9%	130 12%	38 15%	32 9%	48 14%	36 10%	32 10%	35 8%	68 12%	57 10%	35 8%	60 12%	25 13%	11 13%	20 9%	18 10%	22 12%	18 12%	10 9%	24 12%	28 10%	25 9%	21 11%	24 9%	102 11%
Principled	215 10%	127 13%	87 8%	23 9%	32 9%	40 11%	42 11%	44 14%	34 8%	52 9%	68 12%	56 12%	38 8%	25 13%	6 7%	29 13%	26 14%	18 10%	12 8%	11 10%	23 11%	26 10%	17 6%	21 11%	27 11%	98 11%
Shares my values	186 9%	116 11%	70 7%	10 4%	21 6%	28 8%	30 8%	35 8%	62 11%	47 8%	46 8%	43 10%	51 10%	7 4%	8 10%	18 8%	23 12%	21 11%	20 14%	6 6%	18 9%	21 8%	28 10%	17 9%	13 5%	79 9%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 6

**Q.2 From the following list of words and phrases please select the 3 that most closely describe your view of the following people.**

**Please select up to 3 answers for each column**

**Nigel Farage**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Likeable	182 9%	125 12%	57 5%	10 4%	17 5%	24 7%	36 10%	35 11%	60 13%	51 9%	47 8%	43 10%	41 8%	9 5%	6 7%	24 11%	11 6%	27 14%	16 11%	11 10%	16 8%	27 10%	19 7%	18 10%	20 8%	75 8%
Ruthless	178 9%	83 8%	96 9%	18 7%	30 9%	27 8%	21 6%	22 7%	60 13%	47 9%	56 10%	36 8%	39 8%	13 7%	8 9%	21 9%	12 7%	15 8%	11 8%	8 8%	17 8%	21 8%	31 11%	22 12%	19 7%	64 7%
Weak	133 6%	54 5%	78 7%	28 11%	23 7%	31 9%	19 5%	18 6%	14 3%	35 6%	35 6%	30 7%	33 7%	8 4%	2 3%	18 8%	12 7%	3 2%	11 8%	13 12%	11 5%	23 9%	20 7%	12 6%	24 9%	62 7%
Up to the job	120 6%	58 6%	62 6%	22 9%	17 5%	18 5%	17 5%	14 5%	33 7%	28 5%	33 6%	34 7%	25 5%	10 5%	6 7%	17 7%	13 7%	9 5%	8 6%	3 3%	12 6%	22 8%	11 4%	8 4%	9 3%	62 7%
On my side	114 6%	66 6%	48 5%	6 2%	18 5%	18 5%	24 6%	15 5%	33 7%	25 5%	30 5%	29 6%	30 6%	6 3%	5 6%	14 6%	15 8%	14 8%	11 8%	1 1%	9 4%	8 3%	19 6%	11 6%	18 7%	42 5%
Fair	105 5%	37 4%	68 6%	22 9%	19 6%	23 7%	16 4%	10 3%	14 3%	22 4%	31 5%	26 6%	26 5%	10 5%	1 1%	7 3%	14 7%	9 5%	5 4%	6 6%	8 4%	13 5%	18 6%	14 7%	18 7%	46 5%
Competent	103 5%	54 5%	48 5%	14 6%	17 5%	18 5%	18 5%	15 5%	20 5%	31 6%	23 4%	21 5%	29 6%	13 7%	6 7%	16 7%	8 5%	13 7%	5 4%	5 5%	6 3%	9 4%	13 4%	8 4%	8 3%	43 5%
Indecisive	98 5%	31 3%	67 6%	19 8%	25 7%	12 3%	16 4%	12 4%	13 3%	22 4%	21 4%	19 4%	36 7%	12 6%	3 3%	11 5%	12 6%	7 4%	4 3%	5 5%	5 2%	17 6%	14 5%	10 5%	9 4%	37 4%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 6

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**Please select up to 3 answers for each column**

**Nigel Farage**

**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Stands up for Britain	538 26%	68 52%	142 25%	171 22%	80 34%	60 30%	16 12%	172 34%	95 17%	18 15%	119 69%	235 41%	80 21%	81 23%
Weird	445 22%	18 14%	154 27%	165 21%	26 11%	36 18%	46 33%	119 23%	140 25%	35 29%	7 4%	122 22%	87 23%	99 27%
Arrogant	423 20%	25 19%	123 22%	150 19%	38 16%	30 15%	56 40%	107 21%	132 24%	32 26%	6 3%	116 21%	91 24%	80 22%
Out of his depth	393 19%	11 9%	119 21%	135 17%	45 19%	46 23%	36 26%	118 23%	115 21%	32 26%	6 3%	104 18%	77 20%	72 20%
Smug	377 18%	13 10%	103 18%	157 20%	40 17%	28 14%	36 26%	88 17%	117 21%	32 26%	6 3%	90 16%	79 21%	80 22%
Out of touch	305 15%	8 6%	87 15%	118 15%	29 12%	36 18%	28 20%	66 13%	91 16%	28 23%	5 3%	48 9%	60 16%	74 20%
Determined	278 13%	25 19%	70 12%	108 14%	37 16%	25 12%	13 10%	78 15%	60 11%	13 11%	34 20%	93 16%	51 13%	41 11%
Down to earth	236 11%	30 23%	62 11%	91 11%	27 11%	16 8%	10 7%	83 16%	48 9%	10 8%	41 24%	98 17%	35 9%	38 11%
Dishonest	234 11%	7 5%	64 11%	83 10%	25 11%	30 15%	25 18%	49 10%	78 14%	12 10%	4 2%	36 6%	49 13%	53 15%
Doesn't listen	221 11%	2 2%	70 12%	92 12%	23 10%	18 9%	15 11%	53 10%	55 10%	15 12%	7 4%	40 7%	41 11%	49 13%
Principled	215 10%	23 17%	63 11%	79 10%	19 8%	21 10%	11 8%	70 14%	48 9%	11 9%	23 14%	77 14%	43 11%	24 7%
Shares my values	186 9%	31 24%	45 8%	49 6%	36 15%	25 12%	1 1%	51 10%	30 5%	2 2%	66 38%	93 16%	22 6%	18 5%
Likeable	182 9%	23 17%	63 11%	58 7%	18 8%	13 6%	8 6%	63 12%	44 8%	9 7%	30 17%	75 13%	35 9%	30 8%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 6

**Q.2 From the following list of words and phrases please select the 3 that most closely describe your view of the following people.**

**Please select up to 3 answers for each column**

**Nigel Farage**

**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Ruthless	178 9%	7 5%	66 12%	65 8%	17 7%	10 5%	13 10%	62 12%	46 8%	14 11%	6 4%	48 8%	41 11%	33 9%
Weak	133 6%	8 6%	29 5%	62 8%	17 7%	7 4%	10 7%	22 4%	36 7%	12 10%	3 2%	21 4%	29 7%	16 4%
Up to the job	120 6%	10 7%	35 6%	37 5%	16 7%	13 6%	9 6%	20 4%	18 3%	4 4%	26 15%	32 6%	15 4%	22 6%
On my side	114 6%	19 15%	14 2%	36 5%	23 10%	21 10%	1 1%	22 4%	20 4%	2 1%	52 30%	49 9%	12 3%	21 6%
Fair	105 5%	4 3%	29 5%	49 6%	14 6%	8 4%	2 2%	17 3%	26 5%	8 6%	12 7%	26 5%	19 5%	15 4%
Competent	103 5%	6 4%	25 4%	37 5%	22 9%	10 5%	3 2%	23 5%	33 6%	4 3%	12 7%	26 5%	21 6%	13 4%
Indecisive	98 5%	2 1%	25 4%	33 4%	10 5%	20 10%	7 5%	20 4%	33 6%	2 2%	2 1%	21 4%	24 6%	7 2%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 7  
Portrait of Britain  
Base: All respondents  
Demographically Weighted Only

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	245	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	266	891
Comfortable Nostalgia	147 7%	93 9%	55 5%	9 4%	11 3%	18 5%	27 7%	22 7%	61 13%	42 8%	40 7%	36 8%	28 6%	6 3%	6 7%	12 5%	16 8%	17 9%	13 9%	7 7%	17 8%	16 6%	23 8%	15 8%	12 4%	62 7%
Hard-pressed Anxiety	250 12%	119 12%	131 12%	8 3%	35 10%	50 14%	44 12%	38 12%	75 17%	44 8%	54 10%	74 16%	77 16%	32 17%	10 12%	29 13%	27 15%	22 12%	15 10%	12 12%	21 10%	33 12%	25 9%	23 12%	30 11%	90 10%
Cosmopolitan Critics	133 6%	59 6%	74 7%	25 10%	30 9%	16 5%	31 8%	16 5%	15 3%	37 7%	48 8%	22 5%	26 5%	12 6%	3 3%	16 7%	7 4%	8 5%	13 9%	6 5%	17 8%	26 10%	16 6%	11 6%	29 11%	52 6%
Calm persistence	755 37%	354 35%	401 38%	103 42%	151 43%	147 42%	138 38%	98 32%	118 26%	197 36%	206 36%	158 35%	194 39%	82 44%	28 33%	91 40%	58 31%	74 40%	48 33%	36 35%	77 37%	97 36%	109 38%	56 30%	98 37%	364 41%
Optimistic Contentment	565 27%	288 28%	277 26%	89 36%	84 24%	78 22%	70 19%	95 31%	150 33%	203 37%	179 31%	108 24%	75 15%	40 21%	24 29%	60 27%	54 29%	49 26%	38 26%	29 28%	51 25%	75 28%	85 29%	60 32%	67 25%	245 28%
Long-term despair	215 10%	100 10%	115 11%	13 5%	38 11%	39 11%	58 16%	37 12%	31 7%	29 5%	44 8%	51 11%	92 19%	15 8%	13 15%	19 8%	24 13%	16 9%	18 13%	13 12%	24 11%	22 8%	31 11%	21 11%	30 11%	78 9%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 7  
**Portrait of Britain**  
**Base: All respondents**  
**Demographically Weighted Only**

	Portrait of Britain							Voting Intention				2010 Vote		
	Total	Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	147	565	755	250	215	133	551	564	102	254	622	400	340
Comfortable Nostalgia	147 7%	147 100%	-	-	-	-	-	61 11%	10 2%	5 5%	45 18%	89 14%	14 3%	10 3%
Hard-pressed Anxiety	250 12%	-	-	-	250 100%	-	-	17 3%	86 15%	6 6%	67 26%	56 9%	60 15%	37 11%
Cosmopolitan Critics	133 6%	-	-	-	-	-	133 100%	4 1%	68 12%	8 8%	2 1%	6 1%	36 9%	38 11%
Calm persistence	755 37%	-	-	755 100%	-	-	-	195 35%	216 38%	43 42%	53 21%	190 31%	158 39%	136 40%
Optimistic Contentment	565 27%	-	565 100%	-	-	-	-	258 47%	119 21%	36 35%	31 12%	229 37%	90 23%	94 28%
Long-term despair	215 10%	-	-	-	-	215 100%	-	16 3%	65 12%	4 4%	56 22%	52 8%	42 11%	26 8%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 8  
Gender  
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Male	1013	1013	-	78	144	186	193	155	256	298	262	246	206	72	42	127	90	86	76	49	106	138	133	93	117	506
	49%	100%	-	32%	41%	53%	52%	51%	57%	54%	46%	55%	42%	39%	51%	56%	48%	46%	53%	47%	51%	51%	46%	50%	45%	56%
Female	1053	-	1053	167	204	162	175	151	194	254	311	204	285	114	41	100	96	100	68	54	100	131	156	93	142	392
	51%	-	100%	68%	59%	47%	48%	49%	43%	46%	54%	45%	58%	61%	49%	44%	52%	54%	47%	53%	49%	49%	54%	50%	55%	44%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 8  
**Gender**  
**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Male	1013 49%	83 63%	295 52%	368 46%	110 47%	97 48%	60 44%	290 57%	283 51%	71 58%	112 65%	313 55%	194 50%	205 57%
Female	1053 51%	48 37%	274 48%	426 54%	122 53%	105 52%	78 56%	222 43%	268 49%	51 42%	61 35%	253 45%	191 50%	154 43%



## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 9  
Age  
Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
18-24	246 12%	78 8%	167 16%	246 100%	-	-	-	-	-	78 14%	93 16%	30 7%	44 9%	13 7%	12 15%	28 12%	13 7%	36 19%	13 9%	9 9%	17 8%	31 11%	47 16%	26 14%	21 8%	105 12%
25-34	348 17%	144 14%	204 19%	-	348 100%	-	-	-	-	98 18%	105 18%	78 17%	67 14%	50 27%	20 24%	31 14%	21 11%	42 23%	13 9%	15 15%	29 14%	67 25%	32 11%	27 15%	63 24%	199 22%
35-44	348 17%	186 18%	162 15%	-	-	348 100%	-	-	-	78 14%	88 15%	97 22%	85 17%	24 13%	13 15%	36 16%	37 20%	30 16%	32 22%	20 19%	32 15%	53 20%	51 18%	21 12%	49 19%	220 24%
45-54	368 18%	193 19%	175 17%	-	-	-	368 100%	-	-	85 15%	98 17%	91 20%	95 19%	29 16%	12 15%	46 20%	48 26%	22 12%	20 14%	16 15%	56 27%	43 16%	37 13%	40 22%	76 29%	202 22%
55-64	307 15%	155 15%	151 14%	-	-	-	-	307 100%	-	75 14%	79 14%	59 13%	93 19%	32 17%	11 14%	38 17%	27 15%	22 12%	21 15%	19 18%	35 17%	27 10%	52 18%	22 12%	40 15%	117 13%
65+	450 22%	256 25%	194 18%	-	-	-	-	-	450 100%	138 25%	110 19%	95 21%	107 22%	37 20%	15 18%	49 22%	39 21%	34 18%	45 31%	25 24%	38 19%	47 18%	71 25%	49 26%	10 4%	56 6%
Average age	47.25	49.62	44.97	21.49	30.06	40.02	49.61	59.27	70.09	47.50	45.17	47.82	48.87	47.26	43.79	48.41	49.18	42.78	50.91	49.18	48.11	44.36	47.86	48.26	42.62	42.03

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 9  
Age  
Base: All respondents

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
18-24	246 12%	7 5%	85 15%	108 14%	8 3%	13 6%	26 19%	34 7%	66 12%	19 15%	6 3%	19 3%	30 8%	28 8%
25-34	348 17%	8 6%	82 14%	157 20%	34 15%	35 17%	32 23%	60 12%	111 20%	16 13%	9 5%	47 8%	61 16%	76 21%
35-44	348 17%	18 14%	79 14%	154 19%	41 18%	39 20%	15 11%	73 14%	101 18%	18 14%	28 16%	77 14%	69 18%	64 18%
45-54	368 18%	23 18%	72 13%	146 18%	40 17%	55 27%	32 23%	80 16%	103 19%	18 15%	37 22%	93 16%	86 22%	56 16%
55-64	307 15%	19 15%	100 18%	101 13%	37 16%	33 16%	17 12%	100 19%	77 14%	22 18%	22 13%	113 20%	64 17%	54 15%
65+	450 22%	56 43%	150 26%	128 16%	72 31%	28 14%	17 12%	166 32%	92 17%	29 24%	70 41%	218 38%	76 20%	82 23%
Average age	47.25	56.06	48.37	44.65	51.67	46.89	42.36	52.74	45.40	47.92	55.56	55.96	48.11	47.98

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 10  
**Social Grade**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
AB	552	298	254	78	98	78	85	75	138	552	-	-	-	30	28	63	43	59	34	29	47	77	93	49	77	267
	27%	29%	24%	32%	28%	22%	23%	24%	31%	100%	-	-	-	16%	34%	28%	23%	32%	24%	29%	23%	29%	32%	26%	30%	30%
C1	573	262	311	93	105	88	98	79	110	-	573	-	-	55	15	55	51	53	32	30	63	92	83	43	97	247
	28%	26%	30%	38%	30%	25%	26%	26%	24%	-	100%	-	-	30%	18%	24%	27%	29%	22%	29%	30%	34%	29%	23%	38%	28%
C2	450	246	204	30	78	97	91	59	95	-	-	450	-	50	24	44	52	22	34	18	49	53	62	41	45	243
	22%	24%	19%	12%	22%	28%	25%	19%	21%	-	-	100%	-	27%	29%	19%	28%	12%	23%	18%	24%	20%	22%	22%	18%	27%
DE	491	206	285	44	67	85	95	93	107	-	-	-	491	50	15	66	40	52	44	26	48	47	51	53	39	140
	24%	20%	27%	18%	19%	24%	26%	30%	24%	-	-	-	100%	27%	19%	29%	21%	28%	30%	25%	23%	17%	18%	28%	15%	16%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 10  
**Social Grade**  
**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
AB	552 27%	35 27%	201 35%	205 26%	42 18%	29 15%	39 28%	174 34%	134 24%	44 36%	43 25%	175 31%	91 24%	122 34%
C1	573 28%	35 26%	178 31%	220 28%	51 22%	38 19%	51 37%	156 30%	125 23%	27 22%	38 22%	173 31%	85 22%	94 26%
C2	450 22%	35 27%	113 20%	161 20%	67 29%	51 25%	22 16%	105 21%	135 25%	25 21%	36 21%	117 21%	96 25%	65 18%
DE	491 24%	26 20%	77 13%	208 26%	72 31%	83 41%	26 19%	77 15%	157 29%	26 21%	57 33%	102 18%	114 30%	78 22%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 11  
GO Region  
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Scotland	186	72	114	13	50	24	29	32	37	30	55	50	50	186	-	-	-	-	-	-	-	-	-	-	23	77
		9%	7%	11%	5%	14%	7%	8%	10%	8%	5%	10%	11%	10%	100%	-	-	-	-	-	-	-	-	-	9%	9%
North East	83	42	41	12	20	13	12	11	15	28	15	24	15	-	83	-	-	-	-	-	-	-	-	-	13	30
		4%	4%	4%	5%	6%	4%	3%	4%	3%	5%	3%	5%	3%	100%	-	-	-	-	-	-	-	-	-	5%	3%
North West	227	127	100	28	31	36	46	38	49	63	55	44	66	-	-	227	-	-	-	-	-	-	-	-	21	109
		11%	13%	10%	11%	9%	10%	12%	12%	11%	11%	10%	10%	13%	-	100%	-	-	-	-	-	-	-	-	8%	12%
Yorkshire & Humberside	186	90	96	13	21	37	48	27	39	43	51	52	40	-	-	-	186	-	-	-	-	-	-	-	19	92
		9%	9%	9%	5%	6%	11%	13%	9%	8%	9%	12%	8%	-	-	-	100%	-	-	-	-	-	-	-	7%	10%
West Midlands	186	86	100	36	42	30	22	22	34	59	53	22	52	-	-	-	-	186	-	-	-	-	-	-	28	66
		9%	9%	9%	15%	12%	9%	6%	7%	7%	11%	9%	5%	11%	-	-	-	100%	-	-	-	-	-	-	11%	7%
East Midlands	145	76	68	13	13	32	20	21	45	34	32	34	44	-	-	-	-	-	145	-	-	-	-	-	19	55
		7%	8%	6%	5%	4%	9%	6%	7%	10%	6%	6%	8%	9%	-	-	-	-	100%	-	-	-	-	-	7%	6%
Wales	103	49	54	9	15	20	16	19	25	29	30	18	26	-	-	-	-	-	-	103	-	-	-	-	24	25
		5%	5%	5%	4%	4%	6%	4%	6%	5%	5%	5%	4%	5%	-	-	-	-	-	100%	-	-	-	-	9%	3%
Eastern	207	106	100	17	29	32	56	35	38	47	63	49	48	-	-	-	-	-	-	-	207	-	-	-	29	100
		10%	10%	10%	7%	8%	9%	15%	11%	8%	11%	11%	10%	-	-	-	-	-	-	-	100%	-	-	-	11%	11%
London	269	138	131	31	67	53	43	27	47	77	92	53	47	-	-	-	-	-	-	-	-	269	-	-	35	136
		13%	14%	12%	13%	19%	15%	12%	9%	11%	14%	16%	12%	9%	-	-	-	-	-	-	-	100%	-	-	13%	15%
South East	289	133	156	47	32	51	37	52	71	93	83	62	51	-	-	-	-	-	-	-	-	-	289	-	20	139
		14%	13%	15%	19%	9%	15%	10%	17%	16%	17%	14%	14%	10%	-	-	-	-	-	-	-	-	100%	-	8%	15%
South West	186	93	93	26	27	21	40	22	49	49	43	41	53	-	-	-	-	-	-	-	-	-	-	186	28	69
		9%	9%	9%	11%	8%	6%	11%	7%	11%	9%	8%	9%	11%	-	-	-	-	-	-	-	-	-	100%	11%	8%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 11  
GO Region  
Base: All respondents

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Scotland	186 9%	6 4%	41 7%	85 11%	30 13%	14 7%	10 7%	27 5%	37 7%	8 6%	5 3%	28 5%	39 10%	27 7%
North East	83 4%	5 3%	22 4%	29 4%	11 5%	13 6%	3 2%	20 4%	23 4%	1 1%	6 3%	21 4%	16 4%	14 4%
North West	227 11%	13 10%	59 10%	94 12%	27 11%	20 10%	15 11%	51 10%	93 17%	12 10%	10 6%	46 8%	68 18%	41 11%
Yorkshire & Humberside	186 9%	13 10%	54 9%	60 8%	25 11%	28 14%	6 4%	52 10%	54 10%	9 7%	26 15%	54 10%	35 9%	27 8%
West Midlands	186 9%	14 10%	48 9%	78 10%	21 9%	15 7%	10 7%	56 11%	48 9%	5 4%	19 11%	61 11%	29 8%	38 11%
East Midlands	145 7%	13 10%	37 6%	49 6%	16 7%	16 8%	14 11%	42 8%	33 6%	10 8%	14 8%	45 8%	30 8%	23 6%
Wales	103 5%	6 5%	28 5%	40 5%	12 5%	11 5%	6 4%	18 3%	30 5%	3 2%	9 5%	24 4%	23 6%	11 3%
Eastern	207 10%	14 11%	57 10%	77 10%	19 8%	22 11%	18 13%	53 10%	39 7%	12 10%	29 17%	59 10%	31 8%	36 10%
London	269 13%	14 10%	77 14%	106 13%	29 12%	16 8%	27 20%	62 12%	80 15%	14 12%	13 7%	85 15%	49 13%	38 11%
South East	289 14%	23 17%	83 15%	113 14%	23 10%	30 15%	18 13%	82 16%	67 12%	26 22%	26 15%	96 17%	36 9%	59 17%
South West	186 9%	12 9%	62 11%	63 8%	19 8%	19 9%	11 8%	49 9%	47 9%	23 19%	17 10%	49 9%	30 8%	46 13%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 12  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Yes	1260	636	624	180	242	173	204	183	278	410	380	267	204	110	58	147	112	112	82	56	117	190	181	95	172	591
	61%	63%	59%	73%	70%	50%	55%	60%	62%	74%	66%	59%	42%	59%	70%	65%	60%	60%	57%	54%	57%	71%	63%	51%	66%	66%
No	806	377	429	66	106	175	164	123	171	143	193	183	287	76	25	80	74	74	63	47	90	79	108	91	87	308
	39%	37%	41%	27%	30%	50%	45%	40%	38%	26%	34%	41%	58%	41%	30%	35%	40%	40%	43%	46%	43%	29%	37%	49%	34%	34%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 12  
**Have you taken a foreign holiday in the last 3 years?**  
**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Yes	1260 61%	88 67%	421 74%	445 56%	133 57%	85 42%	88 64%	349 68%	324 59%	74 61%	92 53%	364 64%	222 58%	220 61%
No	806 39%	43 33%	147 26%	350 44%	99 43%	117 58%	50 36%	163 32%	227 41%	48 39%	81 47%	203 36%	164 42%	139 39%



## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 13  
**Tenure**  
**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
NET: Homeowners	1343	716	626	137	152	203	256	222	373	428	387	321	206	116	55	151	141	121	93	76	145	130	189	125	179	574
	65%	71%	59%	56%	44%	58%	70%	72%	83%	78%	68%	71%	42%	62%	67%	66%	76%	65%	64%	74%	70%	49%	65%	67%	69%	64%
Owned outright - without mortgage	682	366	315	53	39	42	90	142	317	206	194	167	115	57	24	82	71	55	54	43	73	62	91	69	62	197
	33%	36%	30%	22%	11%	12%	24%	46%	70%	37%	34%	37%	23%	30%	29%	36%	38%	30%	38%	42%	35%	23%	31%	37%	24%	22%
Owned with a mortgage or loan	661	350	311	84	113	161	166	80	56	223	193	154	91	60	31	69	70	66	39	33	72	68	99	56	118	377
	32%	35%	30%	34%	32%	46%	45%	26%	13%	40%	34%	34%	19%	32%	37%	30%	38%	35%	27%	32%	35%	25%	34%	30%	45%	42%
NET: Renters	699	288	411	98	190	144	109	84	74	117	178	126	278	69	26	76	45	64	48	25	61	132	97	57	78	315
	34%	28%	39%	40%	55%	41%	30%	27%	16%	21%	31%	28%	57%	37%	31%	33%	24%	34%	33%	24%	29%	49%	34%	31%	30%	35%
Rented from the council	289	118	171	24	66	69	53	42	34	30	57	64	138	35	13	31	22	24	15	10	15	66	39	18	34	109
	14%	12%	16%	10%	19%	20%	14%	14%	8%	5%	10%	14%	28%	19%	15%	14%	12%	13%	10%	10%	7%	25%	14%	10%	13%	12%
Rented from a housing association	129	58	70	16	23	24	26	19	20	12	25	25	67	17	5	18	4	13	6	4	15	18	15	12	9	40
	6%	6%	7%	7%	7%	7%	7%	6%	4%	2%	4%	6%	14%	9%	6%	8%	2%	7%	4%	4%	7%	7%	5%	7%	4%	4%
Rented from someone else	281	112	169	57	100	50	31	23	20	75	96	38	73	16	8	26	19	26	27	11	30	48	42	27	35	166
	14%	11%	16%	23%	29%	14%	8%	7%	4%	14%	17%	8%	15%	9%	10%	12%	10%	14%	19%	10%	15%	18%	15%	14%	13%	19%
Rent free	24	8	16	11	7	1	3	*	3	7	8	3	7	1	2	1	1	1	4	2	1	6	3	4	1	9
	1%	1%	2%	4%	2%	*	1%	*	1%	1%	1%	1%	1%	1%	2%	*	*	1%	3%	2%	1%	2%	1%	2%	*	1%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 13  
**Tenure**  
**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
NET: Homeowners	1343	101	450	490	136	96	69	412	316	83	114	454	245	251
	65%	77%	79%	62%	59%	47%	50%	80%	57%	68%	66%	80%	63%	70%
Owned outright - without mortgage	682	61	230	223	82	45	41	226	141	46	73	281	108	122
	33%	47%	40%	28%	35%	22%	30%	44%	26%	38%	42%	50%	28%	34%
Owned with a mortgage or loan	661	40	220	267	54	51	28	186	176	37	40	173	137	129
	32%	31%	39%	34%	23%	25%	20%	36%	32%	30%	23%	31%	36%	36%
NET: Renters	699	29	112	293	94	105	65	92	229	38	58	108	140	103
	34%	22%	20%	37%	41%	52%	47%	18%	42%	31%	34%	19%	36%	29%
Rented from the council	289	8	18	137	50	62	14	29	109	6	25	39	73	31
	14%	6%	3%	17%	22%	31%	10%	6%	20%	5%	15%	7%	19%	9%
Rented from a housing association	129	7	22	55	13	22	10	13	45	7	13	22	23	20
	6%	5%	4%	7%	6%	11%	7%	3%	8%	6%	7%	4%	6%	5%
Rented from someone else	281	15	73	101	31	21	41	50	75	25	20	47	44	53
	14%	11%	13%	13%	13%	10%	30%	10%	14%	21%	12%	8%	11%	15%
Rent free	24	1	6	11	1	1	4	9	6	1	1	4	1	5
	1%	*	1%	1%	1%	1%	3%	2%	1%	1%	1%	1%	*	1%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 14  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
No formal education	20 1%	10 1%	10 1%	- -	6 2%	1 *	* *	7 2%	6 1%	4 1%	1 *	4 1%	11 2%	1 1%	1 1%	7 3%	3 2%	3 2%	- -	- -	* *	1 *	1 1%	3 1%	4 *	
Primary	13 1%	8 1%	5 1%	2 1%	2 *	4 1%	1 *	2 1%	2 *	2 *	1 *	2 *	8 2%	- -	- -	* *	2 1%	1 1%	- -	4 4%	1 *	1 *	- -	4 2%	1 *	6 1%
Secondary school, high school, NVQ levels 1 to 3, etc.	1471 71%	737 73%	734 70%	90 37%	213 61%	269 77%	282 76%	231 75%	386 86%	300 54%	404 71%	368 82%	399 81%	130 70%	51 62%	152 67%	151 81%	113 61%	117 81%	74 72%	158 77%	171 64%	216 75%	137 74%	170 66%	634 71%
University degree or equivalent professional qualification, NVQ level 4, etc.	350 17%	161 16%	189 18%	59 24%	76 22%	57 16%	58 16%	52 17%	49 11%	150 27%	104 18%	47 10%	49 10%	31 16%	22 27%	38 17%	25 13%	46 24%	18 12%	15 15%	29 14%	57 21%	45 16%	24 13%	56 21%	179 20%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	108 5%	54 5%	54 5%	17 7%	43 12%	14 4%	22 6%	11 4%	2 *	70 13%	18 3%	13 3%	7 1%	16 9%	2 3%	19 8%	2 1%	13 7%	- -	6 6%	7 3%	21 8%	13 5%	9 5%	26 10%	58 6%
Still in full time education	77 4%	23 2%	54 5%	71 29%	4 1%	1 *	* *	- -	- -	22 4%	38 7%	7 1%	11 2%	3 2%	5 6%	8 4%	3 2%	8 5%	4 3%	4 4%	8 4%	12 5%	12 4%	11 6%	1 *	5 1%
Don't know	2 *	2 *	- -	1 *	- -	- -	- -	- -	1 *	- -	1 *	* *	1 *	- -	- -	- -	- -	* *	1 1%	- -	- -	1 *	- -	- -	- -	
Prefer not to answer	25 1%	18 2%	7 1%	6 2%	5 1%	3 1%	5 1%	4 1%	3 1%	4 1%	5 1%	9 2%	6 1%	4 2%	2 2%	3 1%	* *	2 1%	2 1%	- -	4 2%	6 2%	2 1%	- -	2 1%	12 1%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 14  
**What is the highest educational level that you have achieved to date?**  
**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
No formal education	20 1%	2 1%	4 1%	12 1%	2 1%	1 *	- -	5 1%	11 2%	3 2%	1 1%	5 1%	7 2%	1 *
Primary	13 1%	1 *	2 *	5 1%	* *	4 2%	1 1%	2 *	3 *	- -	6 3%	3 1%	2 *	- -
Secondary school, high school, NVQ levels 1 to 3, etc.	1471 71%	103 79%	381 67%	544 68%	196 85%	168 83%	78 57%	363 71%	386 70%	87 71%	142 82%	423 75%	277 72%	240 67%
University degree or equivalent professional qualification, NVQ level 4, etc.	350 17%	23 18%	117 21%	130 16%	24 10%	20 10%	36 26%	106 21%	83 15%	23 19%	20 12%	109 19%	52 13%	80 22%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	108 5%	2 1%	27 5%	62 8%	4 2%	4 2%	10 7%	26 5%	35 6%	5 4%	2 1%	20 4%	30 8%	30 8%
Still in full time education	77 4%	1 1%	31 5%	30 4%	1 1%	5 2%	10 7%	12 2%	27 5%	4 3%	1 1%	3 1%	11 3%	7 2%
Don't know	2 *	- -	* *	2 *	- -	- -	- -	* *	1 *	- -	1 1%	1 *	1 *	- -
Prefer not to answer	25 1%	- -	5 1%	12 2%	4 2%	1 *	3 2%	- -	6 1%	- -	- -	1 *	7 2%	* *

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 15

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Yes - responsible for half or more of the items bought	1830 89%	853 84%	977 93%	160 65%	327 94%	326 94%	344 93%	277 90%	396 88%	473 86%	505 88%	390 87%	463 94%	175 94%	76 91%	196 86%	166 89%	165 89%	126 87%	92 89%	183 89%	236 88%	253 87%	162 87%	238 92%	804 90%
No - not responsible for most of the items bought	236 11%	160 16%	76 7%	85 35%	21 6%	22 6%	24 7%	30 10%	54 12%	79 14%	68 12%	60 13%	29 6%	11 6%	7 9%	31 14%	20 11%	21 11%	19 13%	11 11%	23 11%	33 12%	36 13%	24 13%	21 8%	94 10%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 15

**Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?**

**Base: All respondents**

	Total	Portrait of Britain					Voting Intention				2010 Vote			
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Yes - responsible for half or more of the items bought	1830 89%	106 81%	495 87%	699 88%	221 95%	186 92%	123 89%	447 87%	508 92%	105 86%	157 90%	486 86%	362 94%	326 91%
No - not responsible for most of the items bought	236 11%	25 19%	73 13%	95 12%	11 5%	17 8%	15 11%	65 13%	43 8%	17 14%	16 10%	80 14%	23 6%	33 9%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 16  
**How many cars are there in your household?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
No cars in the household	434	205	228	60	96	95	74	44	64	66	134	63	170	33	16	53	27	41	25	16	27	110	53	31	57	171
	21%	20%	22%	24%	28%	27%	20%	15%	14%	12%	23%	14%	35%	18%	20%	23%	15%	22%	17%	16%	13%	41%	18%	17%	22%	19%
NET: Any	1632	807	825	186	252	253	294	262	386	486	438	387	321	153	66	174	159	145	120	87	179	159	236	155	202	727
	79%	80%	78%	76%	72%	73%	80%	85%	86%	88%	77%	86%	65%	82%	80%	77%	85%	78%	83%	84%	87%	59%	82%	83%	78%	81%
1	868	430	438	52	132	139	146	149	250	220	217	202	228	81	30	86	82	80	77	42	86	104	107	92	89	349
	42%	42%	42%	21%	38%	40%	40%	49%	56%	40%	38%	45%	47%	44%	36%	38%	44%	43%	54%	41%	41%	39%	37%	50%	34%	39%
2	578	298	281	70	99	102	97	92	118	204	170	135	69	57	26	70	64	45	39	25	69	42	93	48	83	283
	28%	29%	27%	29%	28%	29%	26%	30%	26%	37%	30%	30%	14%	31%	32%	31%	34%	24%	27%	24%	33%	16%	32%	26%	32%	32%
3+	186	80	106	64	21	12	52	21	17	62	51	49	23	15	10	18	13	20	3	20	25	12	36	14	29	95
	9%	8%	10%	26%	6%	3%	14%	7%	4%	11%	9%	11%	5%	8%	12%	8%	7%	11%	2%	20%	12%	5%	12%	7%	11%	11%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 16  
**How many cars are there in your household?**  
**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
No cars in the household	434 21%	13 10%	88 15%	168 21%	51 22%	70 34%	45 33%	63 12%	151 27%	23 19%	25 14%	80 14%	98 25%	63 18%
NET: Any	1632 79%	118 90%	480 85%	627 79%	181 78%	133 66%	93 67%	449 88%	400 73%	99 81%	148 86%	486 86%	288 75%	296 82%
1	868 42%	69 52%	229 40%	325 41%	111 48%	87 43%	47 34%	228 44%	227 41%	52 43%	90 52%	260 46%	180 47%	145 40%
2	578 28%	39 30%	177 31%	229 29%	63 27%	37 18%	33 24%	165 32%	134 24%	41 33%	49 28%	174 31%	81 21%	133 37%
3+	186 9%	10 8%	74 13%	74 9%	7 3%	9 4%	13 9%	56 11%	39 7%	6 5%	9 5%	52 9%	27 7%	19 5%



## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 17  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
White	1909	945	964	202	306	316	340	300	445	499	519	434	458	182	77	214	184	167	139	102	190	197	277	181	233	821
	92%	93%	92%	82%	88%	91%	92%	98%	99%	90%	91%	96%	93%	98%	93%	94%	99%	90%	96%	99%	92%	73%	96%	97%	90%	91%
NET: Non-white	142	59	83	37	39	29	26	6	5	47	48	16	31	3	6	12	1	16	5	1	15	70	8	5	25	70
	7%	6%	8%	15%	11%	8%	7%	2%	1%	8%	8%	4%	6%	2%	7%	5%	1%	9%	3%	1%	7%	26%	3%	3%	9%	8%
Mixed	27	12	15	7	3	6	9	1	1	12	7	2	7	1	2	2	1	-	3	-	4	12	2	2	3	14
	1%	1%	1%	3%	1%	2%	2%	*	*	2%	1%	*	2%	*	2%	1%	*	-	2%	-	2%	4%	1%	1%	1%	2%
Asian	53	29	24	13	22	10	7	-	1	20	15	9	8	1	4	9	1	9	1	1	2	22	1	2	5	30
	3%	3%	2%	5%	6%	3%	2%	-	*	4%	3%	2%	2%	1%	5%	4%	*	5%	*	1%	1%	8%	*	1%	2%	3%
Black	48	15	33	14	9	9	7	6	3	11	19	5	12	-	-	1	-	3	1	-	5	32	5	-	11	22
	2%	1%	3%	6%	2%	3%	2%	2%	1%	2%	3%	1%	3%	-	-	*	-	2%	1%	-	3%	12%	2%	-	4%	2%
Chinese	9	2	7	3	1	4	1	-	-	2	7	-	*	1	-	1	-	1	-	-	3	2	*	-	5	2
	*	*	1%	1%	*	1%	*	-	-	*	1%	-	*	1%	-	*	-	1%	-	-	2%	1%	*	-	2%	*
Other ethnic group	4	1	4	-	4	-	1	-	-	2	1	-	2	-	-	-	-	2	-	-	-	2	-	1	2	1
	*	*	*	-	1%	-	*	-	-	*	*	-	*	-	-	-	-	1%	-	-	-	1%	-	*	1%	*
Prefer not to answer	15	9	6	6	3	3	3	1	-	7	5	1	3	1	-	1	*	3	1	-	2	1	4	1	1	8
	1%	1%	1%	3%	1%	1%	1%	*	-	1%	1%	*	1%	1%	-	1%	*	2%	1%	-	1%	*	2%	*	1%	1%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 17  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
White	1909	128	505	730	223	194	128	490	483	117	172	546	342	337
		92%	98%	89%	92%	96%	96%	96%	88%	96%	99%	96%	89%	94%
NET: Non-white	142	3	56	58	8	6	10	22	65	5	1	19	41	22
		7%	2%	10%	7%	4%	3%	7%	4%	12%	4%	*	3%	11%
Mixed	27	3	8	11	-	1	4	5	11	2	-	3	7	7
		1%	2%	1%	1%	-	1%	3%	1%	2%	2%	-	*	2%
Asian	53	-	18	28	4	2	2	9	32	2	-	7	14	11
		3%	-	3%	4%	2%	1%	2%	6%	2%	-	1%	4%	3%
Black	48	-	25	11	4	3	5	5	19	-	-	7	18	4
		2%	-	4%	1%	2%	3%	1%	3%	-	-	1%	5%	1%
Chinese	9	-	5	4	-	*	-	2	2	1	-	3	-	-
		*	-	1%	1%	-	*	*	*	1%	-	*	-	-
Other ethnic group	4	-	-	4	1	-	-	-	2	-	1	-	2	-
		*	-	*	*	-	-	-	*	-	*	-	*	-
Prefer not to answer	15	-	7	6	-	2	-	1	3	-	*	1	3	-
		1%	-	1%	1%	-	1%	*	*	-	*	*	1%	-

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 18

**To which of the following religious groups do you consider yourself to be a member of?**

**Base: All respondents**

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Christian	1118	553	566	85	120	142	202	216	354	321	283	242	272	103	44	125	107	113	78	66	105	142	146	88	136	423
	54%	55%	54%	35%	34%	41%	55%	70%	79%	58%	49%	54%	55%	56%	54%	55%	58%	61%	54%	64%	51%	53%	50%	47%	53%	47%
NET: Other	119	69	50	16	36	19	20	8	21	29	35	18	37	7	2	19	4	12	10	3	9	39	6	8	17	59
	6%	7%	5%	6%	10%	5%	5%	3%	5%	5%	6%	4%	7%	4%	2%	8%	2%	7%	7%	3%	4%	15%	2%	4%	6%	7%
Muslim	30	19	11	9	8	8	4	-	1	8	14	1	7	-	2	9	1	6	1	-	2	10	-	-	7	16
	1%	2%	1%	4%	2%	2%	1%	-	*	1%	2%	*	1%	-	2%	4%	*	3%	*	-	1%	4%	-	-	3%	2%
Hindu	23	13	10	3	14	5	-	-	1	10	4	7	2	1	-	2	-	4	-	*	2	11	1	1	1	15
	1%	1%	1%	1%	4%	1%	-	-	*	2%	1%	2%	*	1%	-	1%	-	2%	-	*	1%	4%	*	1%	*	2%
Jewish	13	10	2	1	1	-	2	*	9	1	3	4	5	-	-	-	1	-	2	-	1	9	1	-	1	5
	1%	1%	*	*	*	-	1%	*	2%	*	1%	1%	1%	-	-	-	*	-	1%	-	*	3%	*	-	*	1%
Sikh	*	-	*	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*
	*	-	*	-	-	*	-	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	*
Buddhist	14	11	3	1	1	2	5	1	5	3	4	3	4	*	-	3	1	1	3	1	1	2	1	1	1	7
	1%	1%	*	*	*	*	1%	*	1%	1%	1%	1%	1%	*	-	1%	*	*	2%	1%	1%	1%	*	1%	*	1%
Other	39	16	23	2	12	4	9	7	5	7	4	19	5	*	5	2	1	5	2	4	7	4	5	6	15	
	2%	2%	2%	1%	3%	1%	3%	2%	1%	1%	2%	1%	4%	3%	*	2%	1%	*	3%	2%	2%	2%	2%	3%	2%	2%
None	780	373	407	136	173	179	140	79	73	187	237	179	177	70	33	80	71	56	56	33	90	78	128	85	97	392
	38%	37%	39%	55%	50%	52%	38%	26%	16%	34%	41%	40%	36%	37%	40%	35%	38%	30%	39%	32%	43%	29%	44%	46%	37%	44%
Prefer not to say	49	18	31	9	20	8	6	4	2	16	17	11	5	6	3	4	3	5	1	1	3	9	9	5	9	24
	2%	2%	3%	3%	6%	2%	2%	1%	1%	3%	3%	2%	1%	3%	4%	2%	2%	3%	1%	1%	1%	3%	3%	3%	3%	3%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 18  
**To which of the following religious groups do you consider yourself to be a member of?**  
**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Christian	1118	77	332	437	145	96	32	337	283	58	118	389	227	191
	54%	59%	58%	55%	62%	47%	23%	66%	51%	48%	68%	69%	59%	53%
NET: Other	119	5	31	56	10	8	9	22	50	10	4	23	30	20
	6%	4%	6%	7%	4%	4%	6%	4%	9%	8%	2%	4%	8%	6%
Muslim	30	-	8	18	3	1	-	2	25	-	-	1	16	2
	1%	-	1%	2%	1%	1%	-	*	5%	-	-	*	4%	1%
Hindu	23	-	5	16	-	1	*	5	10	2	-	7	3	7
	1%	-	1%	2%	-	*	*	1%	2%	2%	-	1%	1%	2%
Jewish	13	1	7	4	-	*	-	5	2	-	*	4	1	-
	1%	1%	1%	*	-	*	-	1%	*	-	*	1%	*	-
Sikh	*	-	-	-	*	-	-	*	-	-	-	-	-	-
	*	-	-	-	*	-	-	*	-	-	-	-	-	-
Buddhist	14	-	6	3	4	*	1	2	2	6	1	2	1	8
	1%	-	1%	*	2%	*	1%	*	*	5%	1%	*	*	2%
Other	39	4	5	15	3	6	7	8	11	2	2	8	9	3
	2%	3%	1%	2%	1%	3%	5%	2%	2%	1%	1%	1%	2%	1%
None	780	47	186	283	77	96	92	145	201	51	50	148	121	141
	38%	36%	33%	36%	33%	47%	66%	28%	36%	42%	29%	26%	31%	39%
Prefer not to say	49	2	19	18	1	3	6	7	16	3	1	7	7	8
	2%	2%	3%	2%	*	1%	4%	1%	3%	2%	1%	1%	2%	2%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 19  
Which of the following best describes where you live?  
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humber	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
NET: Urban	1640	830	811	207	287	298	307	224	317	427	455	354	404	120	68	204	135	158	104	64	157	263	225	144	212	731
	79%	82%	77%	84%	82%	86%	83%	73%	70%	77%	79%	79%	82%	65%	82%	90%	72%	85%	72%	62%	76%	98%	78%	77%	82%	81%
Urban - Population over 10,000	856	486	371	120	175	156	157	111	138	236	250	178	193	65	30	106	61	84	40	30	60	222	94	64	121	403
	41%	48%	35%	49%	50%	45%	43%	36%	31%	43%	44%	40%	39%	35%	36%	47%	33%	45%	28%	29%	29%	83%	33%	35%	47%	45%
Town and Fringe	784	344	440	87	112	142	150	113	179	191	205	176	212	55	39	98	74	74	64	33	96	42	130	80	90	327
	38%	34%	42%	36%	32%	41%	41%	37%	40%	35%	36%	39%	43%	30%	47%	43%	40%	40%	44%	32%	47%	15%	45%	43%	35%	36%
NET: Rural	426	183	243	38	61	50	61	83	133	125	118	96	87	66	15	23	51	28	41	40	50	5	65	42	47	168
	21%	18%	23%	16%	18%	14%	17%	27%	30%	23%	21%	21%	18%	35%	18%	10%	28%	15%	28%	38%	24%	2%	22%	23%	18%	19%
Village	373	160	213	34	54	47	55	67	116	108	100	82	83	48	14	21	50	27	36	33	42	5	62	34	44	146
	18%	16%	20%	14%	16%	13%	15%	22%	26%	20%	17%	18%	17%	26%	17%	9%	27%	15%	25%	32%	20%	2%	22%	18%	17%	16%
Hamlet & Isolated Dwelling	53	23	30	4	7	3	6	16	17	17	18	14	4	18	1	2	1	1	5	7	8	-	2	8	3	22
	3%	2%	3%	2%	2%	1%	2%	5%	4%	3%	3%	3%	1%	10%	1%	1%	1%	1%	3%	6%	4%	-	1%	4%	1%	2%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 19  
Which of the following best describes where you live?  
Base: All respondents

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
NET: Urban	1640	104	457	631	176	166	107	385	465	96	137	427	329	288
		79%	79%	80%	79%	76%	82%	77%	75%	84%	79%	75%	85%	80%
Urban - Population over 10,000	856	47	228	341	85	92	63	191	270	50	65	215	180	144
		41%	36%	40%	43%	37%	46%	37%	49%	41%	37%	38%	47%	40%
Town and Fringe	784	58	229	290	91	73	44	194	195	46	73	212	150	144
		38%	44%	40%	36%	39%	32%	38%	35%	37%	42%	37%	39%	40%
NET: Rural	426	27	111	164	56	37	31	127	86	26	36	140	56	71
		21%	21%	20%	21%	24%	18%	23%	25%	16%	21%	25%	15%	20%
Village	373	23	94	148	50	31	28	108	78	22	30	122	53	63
		18%	17%	16%	19%	21%	20%	21%	14%	18%	18%	22%	14%	18%
Hamlet & Isolated Dwelling	53	4	18	16	7	5	3	19	8	4	5	18	3	8
		3%	3%	3%	2%	3%	2%	4%	2%	3%	3%	3%	1%	2%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 20

Which of the following best describes your current working status?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
NET: Working	1157	623	534	127	262	269	278	156	65	345	345	289	179	100	43	131	111	94	74	49	129	170	159	97	259	898
	56%	62%	51%	52%	75%	77%	75%	51%	15%	62%	60%	64%	36%	54%	52%	57%	60%	51%	51%	48%	62%	63%	55%	52%	100%	100%
Working full time - working 30 hours per week or more	909	554	355	96	223	213	221	120	37	275	284	225	126	80	37	101	88	73	57	34	111	134	122	71	209	700
	44%	55%	34%	39%	64%	61%	60%	39%	8%	50%	50%	50%	26%	43%	45%	44%	47%	39%	40%	33%	54%	50%	42%	38%	81%	78%
Working part time - working between 8 and 29 hours per week	248	69	179	31	39	57	57	36	29	70	61	64	53	19	5	30	23	22	17	15	17	36	37	26	50	198
	12%	7%	17%	13%	11%	16%	16%	12%	6%	13%	11%	14%	11%	10%	6%	13%	12%	12%	12%	15%	8%	14%	13%	14%	19%	22%
NET: Not working	909	390	519	119	86	79	90	150	384	208	228	161	312	86	40	97	75	92	71	54	78	98	130	89	-	-
	44%	38%	49%	48%	25%	23%	25%	49%	85%	38%	40%	36%	64%	46%	48%	43%	40%	49%	49%	52%	38%	37%	45%	48%	-	-
Not working but seeking work or temporarily unemployed or sick	99	45	53	11	24	20	23	21	-	2	17	9	71	12	6	11	5	10	6	5	5	17	15	7	-	-
	5%	4%	5%	4%	7%	6%	6%	7%	-	*	3%	2%	14%	6%	7%	5%	3%	5%	4%	5%	2%	6%	5%	4%	-	-
Not working and not seeking work/ Student	180	70	111	103	20	14	22	21	1	28	69	19	64	11	7	16	6	31	12	11	13	28	25	19	-	-
	9%	7%	11%	42%	6%	4%	6%	7%	*	5%	12%	4%	13%	6%	9%	7%	3%	17%	8%	11%	6%	11%	9%	10%	-	-
Retired on a state pension only	128	42	86	-	-	-	2	20	106	15	11	9	93	9	3	20	8	13	17	7	11	10	19	11	-	-
	6%	4%	8%	-	-	-	1%	6%	24%	3%	2%	2%	19%	5%	3%	9%	5%	7%	12%	7%	5%	4%	6%	6%	-	-
Retired with a private pension	339	212	128	-	-	3	4	61	272	141	104	74	21	29	15	36	37	26	27	24	30	27	51	38	-	-
	16%	21%	12%	-	-	1%	1%	20%	60%	26%	18%	16%	4%	16%	18%	16%	20%	14%	18%	23%	15%	10%	18%	20%	-	-
House person, housewife, househusband, etc.	163	21	142	5	43	42	39	28	6	21	27	50	64	26	9	14	18	11	10	6	19	16	20	13	-	-
	8%	2%	13%	2%	12%	12%	11%	9%	1%	4%	5%	11%	13%	14%	11%	6%	10%	6%	7%	6%	9%	6%	7%	7%	-	-

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 20  
Which of the following best describes your current working status?  
Base: All respondents

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
NET: Working	1157	62	319	483	108	103	81	270	320	64	81	282	217	220
	56%	47%	56%	61%	47%	51%	59%	53%	58%	53%	47%	50%	56%	61%
Working full time - working 30 hours per week or more	909	48	253	382	80	79	67	210	249	52	70	214	173	180
	44%	37%	45%	48%	34%	39%	48%	41%	45%	43%	40%	38%	45%	50%
Working part time - working between 8 and 29 hours per week	248	14	66	101	29	24	15	60	71	12	11	68	44	40
	12%	11%	12%	13%	12%	12%	11%	12%	13%	10%	7%	12%	12%	11%
NET: Not working	909	69	249	311	124	99	57	243	231	58	92	284	169	140
	44%	53%	44%	39%	53%	49%	41%	47%	42%	47%	53%	50%	44%	39%
Not working but seeking work or temporarily unemployed or sick	99	*	6	50	9	19	13	11	36	5	7	17	25	13
	5%	*	1%	6%	4%	9%	9%	2%	7%	4%	4%	3%	6%	4%
Not working and not seeking work/ Student	180	6	48	64	14	28	20	24	56	13	6	19	20	17
	9%	5%	9%	8%	6%	14%	15%	5%	10%	10%	4%	3%	5%	5%
Retired on a state pension only	128	11	25	42	29	19	1	35	40	4	18	38	34	20
	6%	9%	4%	5%	13%	9%	1%	7%	7%	3%	11%	7%	9%	6%
Retired with a private pension	339	46	130	93	44	13	14	139	60	30	50	179	53	63
	16%	35%	23%	12%	19%	6%	10%	27%	11%	25%	29%	32%	14%	18%
House person, housewife, househusband, etc.	163	6	40	63	27	20	8	33	40	6	12	31	37	26
	8%	4%	7%	8%	12%	10%	6%	6%	7%	5%	7%	5%	10%	7%



## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 21  
Do you work in any of the following occupations?  
Base: All respondents who work

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	1028	529	499	141	180	235	272	144	56	294	329	228	177	82	41	101	102	91	59	49	107	140	153	103	225	803
Weighted base	1157	623	534	127	262	269	278	156	65	345	345	289	179	100	43	131	111	94	74	49	129	170	159	97	259	898
NET: Public Sector	259	117	142	21	63	49	76	40	10	77	97	45	39	23	13	21	19	28	19	24	29	35	20	28	259	-
	22%	19%	27%	17%	24%	18%	27%	25%	15%	22%	28%	16%	22%	23%	30%	16%	17%	30%	26%	49%	23%	20%	13%	29%	100%	-
Central government including all administrative departments and central government agencies such as the Bank of England	13	6	7	-	3	3	4	3	-	7	3	3	*	1	-	1	1	-	-	3	2	1	2	1	13	-
	1%	1%	1%	-	1%	1%	1%	2%	-	2%	1%	1%	*	1%	-	*	1%	-	-	6%	2%	1%	1%	1%	5%	-
HM Forces	10	9	1	1	9	-	1	-	-	2	1	6	-	-	6	3	-	-	-	-	1	-	-	-	10	-
	1%	2%	*	1%	3%	-	*	-	-	1%	*	2%	-	-	15%	2%	-	-	-	-	1%	-	-	-	4%	-
National Health Service	52	16	37	7	12	8	19	6	*	10	27	5	10	3	*	4	2	4	4	5	10	6	6	8	52	-
	5%	3%	7%	6%	5%	3%	7%	4%	*	3%	8%	2%	6%	3%	1%	3%	2%	4%	5%	9%	8%	3%	4%	8%	20%	-
Universities and Academies funded by government	20	11	9	2	8	2	3	5	-	13	7	-	-	-	1	3	1	1	1	2	2	4	-	5	20	-
	2%	2%	2%	2%	3%	1%	1%	3%	-	4%	2%	-	-	-	3%	2%	*	1%	2%	5%	1%	2%	-	5%	8%	-
Courts service	5	5	-	-	-	5	-	1	-	-	5	-	-	-	-	-	2	-	-	-	-	3	-	1	5	-
	*	1%	-	-	-	2%	-	1%	-	-	2%	-	-	-	-	-	2%	-	-	-	-	2%	-	1%	2%	-
Local government administration	24	11	13	-	11	2	8	3	-	6	15	1	2	4	-	3	1	4	2	2	1	4	3	1	24	-
	2%	2%	2%	-	4%	1%	3%	2%	-	2%	4%	*	1%	4%	-	2%	1%	4%	3%	4%	1%	2%	2%	1%	9%	-
Police service	11	5	7	*	2	5	3	2	-	4	8	-	-	-	-	1	3	2	-	2	2	2	-	*	11	-
	1%	1%	1%	*	1%	2%	1%	1%	-	1%	2%	-	-	-	-	1%	2%	2%	-	4%	2%	1%	-	*	4%	-
Public sector housing	7	5	3	-	4	3	1	-	-	3	-	*	4	-	-	2	-	2	-	-	1	-	-	3	7	-
	1%	1%	1%	-	1%	1%	*	-	-	1%	-	*	2%	-	-	1%	-	2%	-	-	1%	-	-	3%	3%	-
Teaching employed by local education authority including voluntary aided schools and foundation schools	43	10	33	2	6	5	18	7	5	14	17	9	4	1	-	4	6	5	2	4	3	11	2	5	43	-
	4%	2%	6%	2%	2%	2%	6%	4%	8%	4%	5%	3%	2%	1%	-	3%	6%	5%	3%	8%	2%	6%	1%	5%	17%	-

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 21  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	1157	623	534	127	262	269	278	156	65	345	345	289	179	100	43	131	111	94	74	49	129	170	159	97	259	898
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	12 1%	11 2%	1 *	1 1%	2 1%	5 2%	4 2%	-	-	2 1%	-	2 1%	8 4%	*	1 3%	1 1%	-	2 2%	-	2 4%	1 1%	2 1%	-	2 2%	12 5%	-
Bradford and Bingley or Northern Rock Building societies	1 *	-	1 *	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-	-	-	-	-	1 *	-	-	-	1 *	-
Other public sector occupation (please specify as much detail as possible)	59 5%	27 4%	32 6%	8 6%	6 2%	13 5%	15 5%	13 8%	4 7%	15 4%	15 4%	18 6%	11 6%	13 13%	3 7%	-	3 2%	9 10%	9 12%	4 9%	5 4%	3 2%	7 5%	2 2%	59 23%	-
None of the above (Private Sector)	898 78%	506 81%	392 73%	105 83%	199 76%	220 82%	202 73%	117 75%	56 85%	267 78%	247 72%	243 84%	140 78%	77 77%	30 70%	109 84%	92 83%	66 70%	55 74%	25 51%	100 77%	136 80%	139 87%	69 71%	-	898 100%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 21  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	1028	66	267	400	114	102	79	253	294	55	114	278	210	185
Weighted base	1157	62	319	483	108	103	81	270	320	64	81	282	217	220
NET: Public Sector	259	9	69	95	30	28	28	47	83	8	15	50	66	51
	22%	15%	22%	20%	27%	27%	34%	17%	26%	12%	18%	18%	30%	23%
Central government including all administrative departments and central government agencies such as the Bank of England	13	-	2	6	1	1	3	1	1	-	2	4	2	3
	1%	-	*	1%	1%	1%	3%	*	*	-	3%	1%	1%	1%
HM Forces	10	1	-	3	-	6	-	-	3	-	1	-	3	-
	1%	1%	-	1%	-	6%	-	-	1%	-	1%	-	1%	-
National Health Service	52	6	13	14	9	6	6	7	17	1	5	9	9	10
	5%	9%	4%	3%	8%	5%	7%	3%	5%	2%	6%	3%	4%	5%
Universities and Academies funded by government	20	-	7	7	3	1	3	3	11	-	*	5	8	5
	2%	-	2%	1%	2%	1%	3%	1%	4%	-	*	2%	4%	2%
Courts service	5	-	2	3	-	1	-	2	1	-	-	-	-	1
	*	-	1%	1%	-	1%	-	1%	*	-	-	-	-	*
Local government administration	24	1	8	10	-	3	2	4	6	2	1	4	4	4
	2%	2%	2%	2%	-	3%	2%	2%	2%	3%	2%	2%	2%	2%
Police service	11	-	4	3	1	1	2	2	4	-	*	3	1	4
	1%	-	1%	1%	1%	1%	2%	1%	1%	-	*	1%	*	2%
Public sector housing	7	-	4	3	*	*	-	1	5	-	*	-	6	1
	1%	-	1%	1%	*	*	-	*	2%	-	*	-	3%	*
Teaching employed by local education authority including voluntary aided schools and foundation schools	43	1	12	18	-	5	7	13	6	3	3	12	7	14
	4%	2%	4%	4%	-	5%	8%	5%	2%	5%	3%	4%	3%	6%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 21  
**Do you work in any of the following occupations?**  
**Base: All respondents who work**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	1157	62	319	483	108	103	81	270	320	64	81	282	217	220
Public corporations such as the Royal Mail or British Nuclear fuels or Driving Standards agency	12 1%	- -	2 1%	8 2%	* *	* *	1 2%	2 1%	6 2%	- -	1 1%	- -	7 3%	1 *
Bradford and Bingley or Northern Rock Building societies	1 *	- -	- -	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -
Other public sector occupation (please specify as much detail as possible)	59 5%	* 1%	15 5%	20 4%	16 15%	3 3%	5 6%	12 4%	22 7%	1 2%	1 1%	13 5%	17 8%	7 3%
None of the above (Private Sector)	898 78%	53 85%	250 78%	388 80%	79 73%	76 73%	53 66%	223 83%	237 74%	57 88%	66 82%	233 82%	151 70%	169 77%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 22

Do you have any children aged 18 or under? If so, how old are they?

Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
No children aged 18 or under	1423	712	711	206	184	123	202	264	443	374	423	285	340	130	51	153	121	126	107	64	144	187	209	130	148	533
	69%	70%	67%	84%	53%	35%	55%	86%	98%	68%	74%	63%	69%	70%	62%	67%	65%	68%	74%	62%	70%	70%	72%	70%	57%	59%
NET: Yes	631	296	335	34	162	224	165	39	7	172	147	164	149	56	30	71	65	59	37	39	61	81	76	56	107	361
	31%	29%	32%	14%	47%	64%	45%	13%	2%	31%	26%	36%	30%	30%	36%	31%	35%	32%	25%	38%	30%	30%	26%	30%	41%	40%
NET: Any 5-18	503	250	253	12	94	195	157	38	7	145	108	131	119	40	20	65	59	41	30	30	43	68	60	47	83	287
	24%	25%	24%	5%	27%	56%	43%	12%	2%	26%	19%	29%	24%	22%	24%	29%	32%	22%	21%	29%	21%	25%	21%	25%	32%	32%
Yes - children aged under 5 years old	215	82	133	24	119	56	13	4	-	52	63	46	54	28	15	13	16	23	8	15	24	29	26	18	33	121
	10%	8%	13%	10%	34%	16%	3%	1%	-	9%	11%	10%	11%	15%	18%	6%	9%	12%	6%	15%	11%	11%	9%	10%	13%	13%
Yes - children aged 5 to 10 years old	238	111	127	7	80	112	30	8	1	69	56	56	56	23	7	33	29	22	10	6	19	42	22	22	33	132
	11%	11%	12%	3%	23%	32%	8%	3%	*	13%	10%	12%	12%	13%	9%	15%	16%	12%	7%	6%	9%	16%	8%	12%	13%	15%
Yes - children aged 11 to 15 years old	231	119	112	4	31	107	73	12	4	56	44	81	50	19	9	36	26	14	14	16	22	28	30	18	32	141
	11%	12%	11%	2%	9%	31%	20%	4%	1%	10%	8%	18%	10%	10%	11%	16%	14%	8%	10%	16%	10%	10%	10%	10%	12%	16%
Yes - children aged 16 to 18 years old	189	93	96	2	1	59	97	27	2	49	41	51	48	15	8	22	29	15	12	15	12	23	22	18	39	108
	9%	9%	9%	1%	*	17%	26%	9%	1%	9%	7%	11%	10%	8%	10%	9%	15%	8%	8%	14%	6%	9%	7%	10%	15%	12%
Refused	12	4	8	5	2	1	1	4	-	7	3	1	2	-	2	3	-	1	1	-	1	-	4	-	4	4
	1%	*	1%	2%	*	*	*	1%	-	1%	*	*	*	-	2%	1%	-	*	1%	-	1%	-	2%	-	1%	*

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 22

**Do you have any children aged 18 or under? If so, how old are they?**

**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
No children aged 18 or under	1423 69%	99 76%	417 73%	522 66%	152 65%	131 65%	103 74%	379 74%	344 62%	93 76%	128 74%	437 77%	234 61%	253 70%
NET: Yes	631 31%	32 24%	144 25%	270 34%	78 34%	72 35%	35 26%	130 25%	204 37%	29 24%	45 26%	126 22%	149 39%	105 29%
NET: Any 5-18	503 24%	28 21%	110 19%	217 27%	62 27%	56 28%	29 21%	110 22%	168 30%	23 19%	41 24%	115 20%	125 32%	88 25%
Yes - children aged under 5 years old	215 10%	9 7%	57 10%	97 12%	26 11%	19 9%	8 6%	43 8%	57 10%	10 9%	11 6%	20 4%	37 10%	40 11%
Yes - children aged 5 to 10 years old	238 11%	10 8%	55 10%	109 14%	27 12%	26 13%	11 8%	51 10%	90 16%	13 11%	10 6%	47 8%	65 17%	44 12%
Yes - children aged 11 to 15 years old	231 11%	14 11%	48 9%	90 11%	37 16%	28 14%	13 10%	49 10%	84 15%	9 7%	18 10%	51 9%	64 17%	40 11%
Yes - children aged 16 to 18 years old	189 9%	15 12%	31 5%	81 10%	24 11%	24 12%	13 10%	39 8%	57 10%	8 7%	22 13%	48 8%	44 11%	27 7%
Refused	12 1%	- -	7 1%	3 *	2 1%	- -	- -	4 1%	3 *	- -	- -	3 1%	3 1%	1 *

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 23  
Which of the following ITV regions do you live in?  
Base: All respondents

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Anglia	223	108	115	26	28	35	49	33	52	51	60	58	54	-	-	-	*	-	18	-	179	-	25	1	27	105
	11%	11%	11%	10%	8%	10%	13%	11%	12%	9%	11%	13%	11%	-	-	-	*	-	12%	-	87%	-	9%	1%	10%	12%
Border	36	16	20	3	8	2	7	5	10	12	8	9	6	17	1	18	-	-	-	-	-	-	-	-	1	17
	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%	1%	2%	1%	9%	1%	8%	-	-	-	-	-	-	-	-	*	2%
Central	281	140	141	39	53	54	38	38	59	80	69	51	82	5	-	-	-	171	96	1	-	-	3	5	41	103
	14%	14%	13%	16%	15%	16%	10%	12%	13%	14%	12%	11%	17%	3%	-	-	-	92%	66%	1%	-	-	1%	3%	16%	11%
Granada	216	114	102	27	31	34	42	37	45	58	51	41	66	1	3	207	-	2	2	1	-	-	-	-	20	100
	10%	11%	10%	11%	9%	10%	11%	12%	10%	11%	9%	9%	13%	*	3%	91%	-	1%	1%	1%	-	-	-	-	8%	11%
London	378	191	187	44	78	75	63	49	70	115	125	73	65	-	-	-	-	1	1	-	23	268	86	-	43	191
	18%	19%	18%	18%	22%	22%	17%	16%	16%	21%	22%	16%	13%	-	-	-	-	*	1%	-	11%	100%	30%	-	17%	21%
Meridian	185	83	102	29	25	30	25	31	44	54	59	38	34	-	-	-	-	-	-	-	1	1	174	9	15	85
	9%	8%	10%	12%	7%	9%	7%	10%	10%	10%	10%	8%	7%	-	-	-	-	-	-	-	1%	*	60%	5%	6%	9%
STV	164	68	96	10	40	24	26	28	35	22	53	40	48	163	-	-	-	-	-	-	-	-	1	-	21	70
	8%	7%	9%	4%	11%	7%	7%	9%	8%	4%	9%	9%	10%	88%	-	-	-	-	-	-	-	-	*	-	8%	8%
Tyne Tees	75	35	40	12	11	12	12	11	16	30	13	18	14	-	73	-	2	-	-	-	-	-	-	-	6	30
	4%	3%	4%	5%	3%	3%	3%	3%	4%	5%	2%	4%	3%	-	88%	-	1%	-	-	-	-	-	-	-	2%	3%
Wales	97	48	50	9	15	20	16	19	19	26	29	17	25	-	-	-	-	-	-	96	-	-	-	1	24	25
	5%	5%	5%	4%	4%	6%	4%	6%	4%	5%	5%	4%	5%	-	-	-	-	-	-	93%	-	-	-	1%	9%	3%
West	62	37	24	12	8	7	11	3	19	21	14	12	16	-	-	1	-	10	-	4	-	-	-	46	10	17
	3%	4%	2%	5%	2%	2%	3%	1%	4%	4%	2%	3%	3%	-	-	1%	-	5%	-	4%	-	-	-	25%	4%	2%
Westcountry	126	59	68	16	20	13	28	18	31	33	31	28	34	-	-	-	-	2	-	-	1	-	-	124	23	51
	6%	6%	6%	7%	6%	4%	8%	6%	7%	6%	5%	6%	7%	-	-	-	-	1%	-	-	*	-	-	67%	9%	6%
Yorkshire	222	113	109	17	29	41	52	35	48	49	62	65	47	-	6	1	183	-	28	-	3	-	*	-	27	105
	11%	11%	10%	7%	8%	12%	14%	11%	11%	9%	11%	14%	10%	-	8%	1%	99%	-	19%	-	1%	-	*	-	11%	12%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 23  
Which of the following ITV regions do you live in?  
Base: All respondents

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Anglia	223	18	61	87	17	17	23	56	47	17	26	58	35	45
	11%	14%	11%	11%	8%	8%	16%	11%	9%	14%	15%	10%	9%	13%
Border	36	1	14	11	9	1	-	8	4	4	1	10	2	7
	2%	1%	2%	1%	4%	1%	-	2%	1%	4%	*	2%	1%	2%
Central	281	22	68	114	33	26	19	87	68	12	26	92	53	55
	14%	16%	12%	14%	14%	13%	14%	17%	12%	10%	15%	16%	14%	15%
Granada	216	11	53	88	26	20	17	46	93	8	10	43	67	34
	10%	9%	9%	11%	11%	10%	13%	9%	17%	7%	6%	8%	17%	10%
London	378	23	111	141	43	31	30	101	99	19	27	128	55	52
	18%	17%	19%	18%	19%	15%	22%	20%	18%	16%	16%	23%	14%	15%
Meridian	185	14	49	75	12	22	12	51	42	17	17	59	26	41
	9%	11%	9%	9%	5%	11%	9%	10%	8%	14%	10%	10%	7%	11%
STV	164	5	37	76	22	14	10	21	34	7	4	23	33	26
	8%	4%	7%	10%	9%	7%	7%	4%	6%	6%	3%	4%	9%	7%
Tyne Tees	75	5	19	31	11	6	3	17	22	1	6	20	16	16
	4%	3%	3%	4%	5%	3%	2%	3%	4%	1%	3%	3%	4%	4%
Wales	97	6	27	37	11	11	6	16	28	3	9	23	23	11
	5%	5%	5%	5%	5%	5%	4%	3%	5%	2%	5%	4%	6%	3%
West	62	5	16	26	7	4	3	12	17	9	5	12	14	11
	3%	4%	3%	3%	3%	2%	2%	2%	3%	7%	3%	2%	4%	3%
Westcountry	126	6	47	40	12	14	7	34	36	14	11	34	20	34
	6%	4%	8%	5%	5%	7%	5%	7%	7%	12%	7%	6%	5%	9%
Yorkshire	222	15	67	68	28	37	8	64	60	10	31	66	41	28
	11%	12%	12%	9%	12%	18%	6%	13%	11%	8%	18%	12%	11%	8%



## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 24  
**Marital Status**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Single	529 26%	260 26%	270 26%	190 77%	127 37%	87 25%	77 21%	32 10%	17 4%	138 25%	190 33%	77 17%	124 25%	42 22%	21 25%	54 24%	28 15%	62 33%	27 19%	21 20%	50 24%	97 36%	78 27%	49 27%	83 32%	240 27%
NET: Married/ Civil partnership/ co habiting	1281 62%	655 65%	626 59%	48 20%	214 61%	228 66%	232 63%	218 71%	340 76%	362 66%	317 55%	332 74%	269 55%	125 67%	55 66%	147 65%	129 69%	105 57%	95 66%	74 72%	133 64%	133 50%	170 59%	114 61%	155 60%	581 65%
Married	1013 49%	532 53%	481 46%	14 6%	151 43%	153 44%	179 49%	194 63%	321 71%	304 55%	260 45%	257 57%	192 39%	95 51%	45 55%	113 50%	107 58%	77 42%	76 52%	61 59%	106 51%	106 39%	135 47%	91 49%	122 47%	416 46%
Civil Partnership	16 1%	10 1%	5 1%	1 *	4 1%	5 1%	2 1%	- -	4 1%	4 1%	1 *	6 1%	4 1%	3 2%	- -	- -	- -	1 *	1 *	- -	2 1%	3 1%	2 1%	4 2%	6 2%	8 1%
Co Habiting	252 12%	113 11%	140 13%	33 13%	58 17%	71 20%	51 14%	24 8%	15 3%	54 10%	56 10%	69 15%	73 15%	27 15%	9 11%	34 15%	22 12%	27 15%	19 13%	14 13%	25 12%	24 9%	33 11%	19 10%	26 10%	156 17%
NET: Widowed/ separated/ divorced	242 12%	91 9%	151 14%	1 *	7 2%	28 8%	57 16%	56 18%	92 21%	51 9%	58 10%	40 9%	93 19%	18 9%	7 9%	25 11%	29 15%	17 9%	21 15%	8 8%	21 10%	34 13%	39 14%	23 12%	18 7%	74 8%
Widowed	50 2%	18 2%	32 3%	1 *	- -	1 *	1 *	11 4%	36 8%	12 2%	19 3%	9 2%	11 2%	9 5%	2 2%	5 2%	6 3%	3 1%	4 3%	2 2%	5 3%	3 1%	7 2%	4 2%	1 *	7 1%
Separated	34 2%	16 2%	18 2%	- -	2 1%	11 3%	12 3%	3 1%	7 1%	4 1%	6 1%	10 2%	15 3%	2 1%	1 1%	2 1%	5 3%	- -	4 2%	2 2%	2 1%	6 2%	6 2%	5 3%	1 *	18 2%
Divorced	158 8%	57 6%	101 10%	- -	5 2%	16 5%	45 12%	42 14%	50 11%	35 6%	34 6%	22 5%	67 14%	7 4%	4 5%	18 8%	18 10%	15 8%	13 9%	4 4%	14 7%	25 9%	27 9%	13 7%	16 6%	48 5%
Prefer not to answer	14 1%	7 1%	7 1%	7 3%	- -	5 1%	1 *	* *	1 *	1 *	7 1%	1 *	5 1%	1 1%	- -	2 1%	1 *	1 1%	2 1%	- -	2 1%	4 2%	1 *	- -	2 1%	3 *

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 24  
**Marital Status**  
**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Single	529 26%	17 13%	131 23%	235 30%	43 19%	50 25%	53 38%	94 18%	153 28%	35 29%	25 15%	87 15%	85 22%	93 26%
NET: Married/ Civil partnership/ co habiting	1281 62%	100 76%	366 64%	484 61%	158 68%	114 57%	59 43%	354 69%	328 60%	76 62%	124 72%	395 70%	247 64%	233 65%
Married	1013 49%	88 67%	308 54%	378 48%	115 50%	84 42%	40 29%	307 60%	250 45%	60 50%	94 54%	346 61%	196 51%	190 53%
Civil Partnership	16 1%	- -	3 1%	6 1%	4 2%	1 1%	2 1%	1 *	10 2%	- -	1 *	1 *	5 1%	4 1%
Co Habiting	252 12%	12 9%	56 10%	100 13%	38 17%	29 14%	17 13%	45 9%	69 12%	15 12%	29 17%	48 8%	47 12%	39 11%
NET: Widowed/ separated/ divorced	242 12%	15 11%	66 12%	71 9%	31 13%	35 17%	25 18%	63 12%	69 13%	10 8%	23 13%	82 15%	50 13%	32 9%
Widowed	50 2%	2 2%	21 4%	11 1%	7 3%	3 1%	6 4%	20 4%	10 2%	3 3%	5 3%	29 5%	10 2%	5 1%
Separated	34 2%	1 1%	8 1%	17 2%	3 1%	1 1%	4 3%	8 2%	12 2%	1 1%	3 2%	6 1%	9 2%	4 1%
Divorced	158 8%	12 9%	37 6%	43 5%	21 9%	31 15%	15 11%	35 7%	48 9%	6 5%	16 9%	48 8%	32 8%	23 7%
Prefer not to answer	14 1%	- -	5 1%	6 1%	- -	2 1%	1 1%	1 *	1 *	1 1%	1 1%	2 *	3 1%	1 *

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 25  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Gender		Age							Social Grade				Region							Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Glasgow	86 4%	28 3%	58 6%	6 2%	29 8%	9 3%	13 4%	12 4%	18 4%	11 2%	32 6%	15 3%	28 6%	86 46%	-	-	-	-	-	-	-	-	-	-	10 4%	38 4%
Edinburgh	76 4%	30 3%	46 4%	7 3%	17 5%	12 4%	11 3%	16 5%	14 3%	15 3%	13 2%	27 6%	21 4%	76 41%	1 1%	-	-	-	-	-	-	-	-	-	7 3%	31 3%
Newcastle	90 4%	49 5%	41 4%	14 6%	17 5%	10 3%	15 4%	11 4%	22 5%	28 5%	19 3%	26 6%	17 4%	-	73 89%	14 6%	2 1%	-	-	-	-	-	-	-	13 5%	36 4%
Leeds	100 5%	48 5%	52 5%	5 2%	13 4%	24 7%	20 5%	11 3%	27 6%	29 5%	27 5%	20 4%	24 5%	-	4 5%	2 1%	95 51%	-	-	-	-	-	-	-	7 3%	48 5%
Hull	37 2%	20 2%	17 2%	3 1%	1 *	6 2%	7 2%	12 4%	8 2%	6 1%	12 2%	11 2%	8 2%	-	-	-	35 19%	-	2 1%	-	-	-	-	-	3 1%	17 2%
Sheffield	56 3%	25 2%	31 3%	6 2%	5 2%	9 2%	22 6%	5 1%	10 2%	14 3%	15 3%	20 4%	8 2%	-	-	-	48 26%	-	9 6%	-	-	-	-	-	7 3%	27 3%
Manchester	141 7%	81 8%	60 6%	16 7%	20 6%	25 7%	27 7%	26 8%	27 6%	38 7%	28 5%	34 8%	41 8%	-	3 3%	135 59%	1 *	3 1%	-	*	-	-	-	-	13 5%	69 8%
Liverpool	75 4%	39 4%	35 3%	14 6%	9 3%	5 2%	20 5%	12 4%	15 3%	25 4%	24 4%	6 1%	20 4%	-	-	59 26%	-	-	-	15 15%	-	-	-	-	15 6%	28 3%
Nottingham	93 4%	54 5%	39 4%	8 3%	9 3%	26 7%	10 3%	16 5%	23 5%	21 4%	23 4%	20 5%	28 6%	-	-	-	-	1 *	90 63%	-	2 1%	-	-	-	15 6%	39 4%
Birmingham	164 8%	75 7%	89 8%	32 13%	37 11%	25 7%	18 5%	21 7%	31 7%	59 11%	36 6%	21 5%	48 10%	-	-	-	-	157 84%	5 3%	3 2%	-	-	-	-	22 8%	61 7%
Norwich	89 4%	43 4%	46 4%	9 4%	12 3%	17 5%	22 6%	7 2%	22 5%	20 4%	26 5%	22 5%	20 4%	-	-	-	-	-	1 *	-	86 42%	-	1 *	1 1%	10 4%	38 4%
Milton Keynes	59 3%	23 2%	36 3%	6 2%	10 3%	7 2%	12 3%	8 3%	17 4%	15 3%	16 3%	15 3%	13 3%	-	-	-	-	-	15 11%	-	30 15%	*	13 5%	-	6 2%	32 4%
Brighton	41 2%	21 2%	20 2%	3 1%	1 *	5 2%	11 3%	11 4%	9 2%	6 1%	14 2%	12 3%	9 2%	-	-	-	-	-	-	-	-	-	40 14%	*	*	23 3%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 25

Which of the following cities do you live in, or nearest to?

Base: All respondents

	Gender			Age						Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Pri-vate
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Oxford	24 1%	15 1%	10 1%	5 2%	6 2%	2 1%	4 1%	2 1%	5 1%	11 2%	5 1%	8 2%	1 *	-	-	-	-	2 1%	-	-	-	-	17 6%	6 3%	4 2%	9 1%
London	473 23%	228 23%	245 23%	65 26%	88 25%	94 27%	73 20%	65 21%	89 20%	147 27%	150 26%	94 21%	82 17%	-	-	-	-	1 1%	-	-	60 29%	268 100%	143 50%	-	57 22%	228 25%
Southampton	59 3%	29 3%	29 3%	12 5%	12 3%	7 2%	7 2%	5 2%	16 3%	18 3%	18 3%	8 2%	15 3%	-	-	-	-	-	-	-	-	-	50 17%	9 5%	4 1%	24 3%
Bristol	94 5%	44 4%	51 5%	11 5%	18 5%	14 4%	15 4%	13 4%	23 5%	29 5%	22 4%	20 5%	22 5%	-	-	-	-	2 1%	-	7 7%	-	-	-	86 46%	14 5%	36 4%
Plymouth	68 3%	37 4%	31 3%	9 4%	5 1%	6 2%	20 6%	8 3%	20 4%	16 3%	16 3%	15 3%	21 4%	-	-	-	-	-	-	-	-	-	-	68 36%	17 6%	22 2%
Cardiff	64 3%	35 3%	29 3%	4 2%	15 4%	10 3%	7 2%	13 4%	14 3%	16 3%	20 3%	11 2%	18 4%	-	-	-	-	-	-	64 62%	-	-	-	*	12 5%	18 2%
None of these	176 9%	87 9%	89 8%	11 4%	22 6%	36 10%	34 9%	32 11%	42 9%	28 5%	57 10%	44 10%	48 10%	24 13%	2 2%	17 7%	6 3%	21 11%	23 16%	14 14%	28 14%	-	25 9%	16 8%	24 9%	74 8%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 25  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Glasgow	86 4%	3 2%	11 2%	46 6%	13 6%	9 5%	5 3%	11 2%	21 4%	3 3%	1 1%	13 2%	23 6%	7 2%
Edinburgh	76 4%	2 1%	21 4%	35 4%	11 5%	3 1%	5 3%	12 2%	11 2%	4 4%	3 2%	9 2%	10 3%	14 4%
Newcastle	90 4%	5 3%	26 5%	32 4%	12 5%	12 6%	3 2%	26 5%	23 4%	5 4%	6 3%	26 5%	15 4%	18 5%
Leeds	100 5%	7 5%	34 6%	33 4%	12 5%	10 5%	3 2%	29 6%	24 4%	4 3%	15 9%	29 5%	17 4%	17 5%
Hull	37 2%	2 1%	9 2%	15 2%	5 2%	3 2%	2 2%	13 3%	14 3%	- -	6 3%	16 3%	7 2%	7 2%
Sheffield	56 3%	5 4%	14 2%	16 2%	6 3%	15 8%	1 *	11 2%	18 3%	3 3%	5 3%	10 2%	13 3%	4 1%
Manchester	141 7%	11 8%	35 6%	59 7%	17 7%	10 5%	10 7%	35 7%	62 11%	7 6%	7 4%	32 6%	47 12%	25 7%
Liverpool	75 4%	3 2%	25 4%	26 3%	8 4%	7 4%	5 3%	13 3%	30 5%	3 2%	3 2%	13 2%	24 6%	7 2%
Nottingham	93 4%	10 8%	22 4%	30 4%	9 4%	10 5%	12 9%	25 5%	18 3%	7 6%	8 5%	28 5%	21 5%	15 4%
Birmingham	164 8%	11 9%	47 8%	69 9%	18 8%	10 5%	7 5%	53 10%	44 8%	5 4%	17 10%	49 9%	26 7%	38 11%
Norwich	89 4%	7 5%	25 4%	35 4%	7 3%	4 2%	10 7%	25 5%	18 3%	5 4%	10 6%	25 4%	10 2%	19 5%
Milton Keynes	59 3%	2 2%	17 3%	23 3%	8 4%	5 2%	4 3%	15 3%	19 3%	* *	5 3%	10 2%	13 3%	12 3%
Brighton	41 2%	3 2%	9 2%	12 1%	4 2%	10 5%	3 2%	5 1%	12 2%	5 4%	8 5%	9 2%	6 2%	10 3%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 25  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Oxford	24 1%	2 2%	8 1%	10 1%	2 1%	1 *	2 2%	5 1%	10 2%	3 2%	1 1%	4 1%	8 2%	6 2%
London	473 23%	28 22%	137 24%	184 23%	50 22%	35 17%	39 28%	124 24%	118 21%	32 26%	34 20%	156 27%	67 17%	75 21%
Southampton	59 3%	5 4%	17 3%	23 3%	5 2%	7 4%	1 1%	20 4%	10 2%	5 4%	6 3%	20 4%	8 2%	8 2%
Bristol	94 5%	2 2%	36 6%	35 4%	8 3%	6 3%	7 5%	21 4%	22 4%	12 10%	7 4%	22 4%	19 5%	21 6%
Plymouth	68 3%	6 4%	19 3%	21 3%	9 4%	8 4%	4 3%	18 4%	19 3%	8 6%	7 4%	19 3%	10 3%	18 5%
Cardiff	64 3%	5 4%	14 3%	27 3%	6 2%	9 5%	2 1%	13 3%	22 4%	2 2%	6 3%	17 3%	17 4%	9 2%
None of these	176 9%	12 9%	41 7%	63 8%	21 9%	26 13%	13 10%	36 7%	35 6%	7 6%	19 11%	58 10%	26 7%	31 9%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 26

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803	
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898	
Up to £7,000	(3.5) 5%	103 4%	58 5%	20 8%	20 6%	18 5%	18 5%	20 7%	7 1%	5 1%	23 4%	10 2%	64 13%	10 5%	7 9%	15 7%	5 2%	19 10%	6 4%	7 7%	4 2%	13 5%	11 4%	6 3%	4 2%	21 2%	
£7,001 to £14,000	(10.5) 14%	284 12%	165 16%	26 10%	33 9%	40 11%	47 13%	52 17%	87 19%	30 5%	55 10%	29 7%	170 35%	27 14%	11 13%	29 13%	21 11%	22 12%	29 20%	11 10%	26 12%	29 11%	43 15%	37 20%	17 7%	74 8%	
£14,001 to £21,000	(17.5) 17%	358 18%	180 17%	26 11%	50 15%	52 15%	49 13%	60 20%	119 26%	57 10%	100 17%	97 21%	104 21%	35 19%	20 24%	44 19%	36 19%	25 13%	25 17%	21 20%	40 20%	41 15%	35 12%	35 19%	35 14%	131 15%	
£21,001 to £28,000	(24.5) 17%	354 17%	170 17%	184 17%	28 11%	49 14%	66 19%	66 18%	52 17%	93 21%	79 14%	111 19%	103 23%	60 12%	39 21%	49 22%	33 18%	33 18%	24 16%	16 16%	28 13%	41 15%	49 17%	30 16%	52 20%	155 17%	
£28,001 to £34,000	(31) 14%	293 16%	159 13%	134 6%	52 15%	59 17%	61 17%	43 14%	63 14%	88 16%	95 17%	81 18%	29 6%	28 15%	7 8%	26 11%	32 17%	23 12%	29 20%	13 12%	27 13%	47 17%	40 14%	22 12%	37 14%	157 18%	
£34,001 to £41,000	(37.5) 10%	214 12%	123 9%	91 9%	22 9%	51 15%	39 11%	38 10%	26 9%	38 8%	76 14%	70 12%	51 11%	17 3%	17 9%	8 10%	17 7%	30 16%	12 7%	14 10%	6 6%	26 12%	30 11%	29 10%	25 13%	40 15%	107 12%
£41,001 to £48,000	(44.5) 4%	87 5%	51 3%	36 3%	11 5%	19 6%	20 6%	19 5%	11 3%	7 1%	40 7%	20 3%	18 4%	9 2%	8 4%	5 6%	10 4%	6 3%	9 5%	6 4%	8 8%	12 6%	10 4%	8 3%	5 2%	22 9%	46 5%
£48,001 to £55,000	(51.5) 4%	36 4%	43 4%	14 6%	16 5%	19 6%	18 5%	6 2%	5 1%	31 6%	19 3%	20 4%	8 2%	5 2%	3 3%	12 5%	8 4%	8 4%	5 3%	1 1%	14 7%	8 3%	8 3%	7 4%	11 4%	53 6%	
£55,001 to £62,000	(58.5) 2%	32 3%	19 2%	6 2%	17 5%	* *	16 4%	8 3%	4 1%	31 6%	9 2%	9 2%	1 *	1 1%	1 1%	9 4%	1 1%	10 5%	- -	4 4%	6 3%	11 4%	7 2%	1 1%	4 2%	37 4%	
£62,001 to £69,000	(65.5) 1%	9 1%	19 2%	7 3%	10 3%	7 2%	2 1%	3 1%	- -	12 2%	16 3%	* *	- *	5 3%	- -	3 1%	1 1%	2 1%	- -	2 2%	- -	7 2%	8 3%	* *	6 2%	21 2%	
£69,001 to £76,000	(72.5) 1%	6 1%	9 1%	3 1%	1 *	5 2%	4 1%	1 *	1 *	11 2%	2 *	2 *	- -	* *	- -	3 1%	1 1%	2 1%	- -	- -	4 2%	1 *	1 1%	2 1%	2 1%	12 1%	
£76,001 to £83,000	(79.5) 1%	6 1%	4 *	3 1%	1 *	2 1%	2 1%	* *	1 *	8 1%	1 *	1 *	* *	- -	2 2%	- -	- -	- -	- -	1 1%	2 1%	1 *	3 1%	2 1%	2 1%	7 1%	
£83,001 or more	(86) 2%	27 3%	18 2%	20 8%	7 2%	5 1%	7 2%	4 1%	2 *	40 7%	1 *	3 1%	- -	- -	2 3%	5 2%	- -	8 4%	- -	1 1%	2 1%	9 3%	12 4%	4 2%	8 3%	27 3%	

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 26

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Gender		Age							Social Grade				Region										Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	Public	Private
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
Prefer not to answer	146	52	94	45	20	16	21	20	24	42	50	26	28	11	5	7	11	13	7	12	16	20	34	10	18	50
	7%	5%	9%	18%	6%	5%	6%	7%	5%	8%	9%	6%	6%	6%	6%	3%	6%	7%	5%	12%	8%	7%	12%	5%	7%	6%
Average income (£000's)	28.07	29.22	26.93	34.57	30.99	28.97	29.57	24.89	22.98	38.80	27.70	27.95	16.78	25.27	26.53	28.00	27.11	29.24	23.83	27.17	30.10	30.41	30.34	26.44	32.86	32.87



## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 26

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote			
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem	
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339	
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359	
Up to £7,000	(3.5)	103 5%	3 2%	11 2%	40 5%	13 6%	23 11%	12 9%	12 2%	38 7%	7 6%	9 5%	17 3%	20 5%	15 4%
£7,001 to £14,000	(10.5)	284 14%	16 12%	54 10%	114 14%	36 16%	45 22%	18 13%	58 11%	89 16%	16 13%	22 13%	75 13%	60 16%	31 9%
£14,001 to £21,000	(17.5)	358 17%	23 18%	88 15%	131 17%	55 24%	40 20%	20 14%	74 14%	102 18%	18 15%	31 18%	83 15%	73 19%	73 20%
£21,001 to £28,000	(24.5)	354 17%	20 16%	89 16%	137 17%	47 20%	30 15%	30 22%	92 18%	103 19%	17 14%	37 21%	117 21%	76 20%	58 16%
£28,001 to £34,000	(31)	293 14%	32 25%	76 13%	109 14%	36 15%	22 11%	18 13%	96 19%	64 12%	19 16%	31 18%	91 16%	60 16%	55 15%
£34,001 to £41,000	(37.5)	214 10%	13 10%	81 14%	69 9%	18 8%	21 10%	11 8%	49 10%	55 10%	22 18%	24 14%	59 10%	33 9%	47 13%
£41,001 to £48,000	(44.5)	87 4%	2 2%	27 5%	43 5%	9 4%	4 2%	2 2%	21 4%	22 4%	2 2%	5 3%	20 3%	17 4%	12 3%
£48,001 to £55,000	(51.5)	79 4%	6 4%	32 6%	32 4%	3 1%	2 1%	4 3%	27 5%	20 4%	8 7%	4 2%	21 4%	14 4%	21 6%
£55,001 to £62,000	(58.5)	51 2%	* *	26 5%	15 2%	3 1%	3 1%	4 3%	18 3%	15 3%	- *	* *	13 2%	10 2%	7 2%
£62,001 to £69,000	(65.5)	29 1%	- -	15 3%	10 1%	2 1%	- -	2 1%	8 2%	2 *	2 1%	* *	4 1%	3 1%	3 1%
£69,001 to £76,000	(72.5)	15 1%	1 1%	6 1%	7 1%	- -	1 1%	1 1%	3 1%	5 1%	3 2%	1 1%	4 1%	2 1%	5 1%
£76,001 to £83,000	(79.5)	11 1%	1 *	2 *	8 1%	- -	- -	- -	5 1%	2 *	2 1%	1 *	6 1%	2 *	2 1%
£83,001 or more	(86)	44 2%	4 3%	24 4%	11 1%	- -	2 1%	5 3%	19 4%	11 2%	4 3%	2 1%	14 3%	5 1%	11 3%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 26

**What is the combined annual income of your household, prior to tax being deducted?**

**Base: All respondents**

	Total	Portrait of Britain					Voting Intention				2010 Vote			
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
Prefer not to answer	146 7%	9 7%	37 7%	70 9%	10 4%	10 5%	11 8%	33 6%	24 4%	2 2%	8 5%	41 7%	11 3%	20 6%
Average income (£000's)	28.07	28.20	33.26	27.65	23.30	21.32	27.21	31.33	26.32	30.52	25.60	28.97	26.48	29.93

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 27

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Gender		Age							Social Grade				Region								Employment Sector				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humber-side	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private
Unweighted base	2066	999	1067	285	245	322	393	328	493	527	600	386	553	173	90	208	193	190	137	112	201	247	313	202	225	803
Weighted base	2066	1013	1053	246	348	348	368	307	450	552	573	450	491	186	83	227	186	186	145	103	207	269	289	186	259	898
NET: Yes	387	183	204	27	41	59	69	73	118	76	82	67	163	47	10	39	34	34	29	26	33	39	55	41	29	76
	19%	18%	19%	11%	12%	17%	19%	24%	26%	14%	14%	15%	33%	25%	12%	17%	18%	18%	20%	25%	16%	15%	19%	22%	11%	8%
Yes - physical condition	234	103	131	4	24	34	42	53	77	48	48	45	93	32	8	24	29	18	11	19	17	23	31	22	20	40
	11%	10%	12%	2%	7%	10%	11%	17%	17%	9%	8%	10%	19%	17%	9%	11%	16%	10%	8%	18%	8%	9%	11%	12%	8%	4%
Yes - disability	134	71	63	6	4	22	26	31	44	21	24	24	66	17	2	12	8	11	9	6	14	17	21	16	7	16
	6%	7%	6%	2%	1%	6%	7%	10%	10%	4%	4%	5%	13%	9%	3%	5%	4%	6%	7%	6%	7%	6%	7%	9%	3%	2%
Yes - mental condition	113	43	70	20	29	22	23	11	8	22	24	15	52	19	2	9	7	10	11	9	11	10	12	13	11	30
	5%	4%	7%	8%	8%	6%	6%	4%	2%	4%	4%	3%	11%	10%	3%	4%	4%	5%	7%	9%	11%	4%	4%	7%	4%	3%
Yes - other	26	18	8	2	1	1	5	6	11	4	7	7	8	1	1	1	1	1	4	1	5	2	6	3	2	3
	1%	2%	1%	1%	*	*	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%	1%	1%	3%	1%	2%	1%	2%	1%	1%	*
No	1616	809	807	210	293	276	282	229	326	466	477	370	303	133	66	184	149	145	112	74	169	218	224	142	226	804
	78%	80%	77%	86%	84%	79%	77%	75%	73%	84%	83%	82%	62%	72%	80%	81%	80%	78%	77%	72%	82%	81%	78%	76%	87%	89%
Prefer not to say	62	20	43	8	13	13	18	5	6	10	14	13	25	6	7	4	3	8	4	3	5	11	10	3	4	19
	3%	2%	4%	3%	4%	4%	5%	1%	1%	2%	2%	3%	5%	3%	8%	2%	2%	4%	3%	3%	3%	4%	3%	1%	2%	2%

## Leadership Survey

### ONLINE Fieldwork: 26th-27th March 2014

Absolutes/col percents

Table 27

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

	Total	Portrait of Britain						Voting Intention				2010 Vote		
		Com- fort- able Nost- algia	Optim- istic Con- tent- ment	Calm persi- stence	Hard- pres- sed Anx- iety	Long- term des- pair	Cosmo- poli- tan Crit- ics	Con	Lab	LibDem	UKIP	Con	Lab	LibDem
Unweighted base	2066	155	554	736	254	227	140	542	558	111	272	625	398	339
Weighted base	2066	131	568	795	232	202	138	512	551	122	173	566	386	359
NET: Yes	387 19%	21 16%	57 10%	145 18%	61 26%	70 35%	33 24%	68 13%	131 24%	24 20%	45 26%	98 17%	97 25%	65 18%
Yes - physical condition	234 11%	14 10%	36 6%	80 10%	43 19%	43 21%	18 13%	45 9%	82 15%	13 11%	29 17%	65 12%	61 16%	39 11%
Yes - disability	134 6%	3 2%	26 5%	45 6%	24 10%	27 13%	9 6%	20 4%	46 8%	9 8%	17 10%	34 6%	37 10%	25 7%
Yes - mental condition	113 5%	3 2%	8 1%	49 6%	11 5%	28 14%	14 10%	10 2%	46 8%	7 6%	7 4%	14 3%	30 8%	15 4%
Yes - other	26 1%	4 3%	3 *	10 1%	4 2%	4 2%	2 1%	5 1%	9 2%	2 2%	3 2%	4 1%	9 2%	4 1%
No	1616 78%	106 81%	503 88%	619 78%	165 71%	123 61%	100 73%	437 85%	410 74%	97 79%	126 73%	456 81%	279 72%	284 79%
Prefer not to say	62 3%	4 3%	8 1%	30 4%	5 2%	10 5%	5 4%	7 1%	10 2%	1 1%	2 1%	13 2%	9 2%	10 3%