













Sample Size: 2076 GB Adults  
Fieldwork: 2nd - 3rd April 2014

Total	Voting intention				2010 Vote			Gender		Age			
	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
<b>Weighted Sample</b> 2076	x	x	x	x	632	487	422	1007	1069	247	525	710	594
<b>Unweighted Sample</b> 2076	481	638	141	238	606	533	416	1051	1025	184	433	826	633
	%	%	%	%	%	%	%	%	%	%	%	%	%

Here is a photo of Nigel Farage. How old do you think he is?

1	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	1	0	0	0
35	0	0	0	0	0	0	0	0	0	0	0	0	0
37	0	1	0	0	0	1	0	0	0	1	2	0	0
38	0	1	0	0	1	0	0	0	1	0	1	0	0
40	1	0	0	1	3	1	0	0	0	1	1	1	0
41	0	0	0	0	0	0	0	0	0	0	0	0	0
42	1	0	2	0	0	0	2	1	1	1	1	1	0
43	0	0	0	1	3	0	1	1	0	1	0	1	0
44	0	0	0	1	1	0	0	0	0	0	1	0	0
45	3	3	3	2	4	3	3	3	2	3	5	3	2
46	1	1	1	0	0	1	1	0	1	1	1	1	0
47	2	1	2	2	3	1	3	1	2	2	5	2	1
48	4	5	3	3	3	4	4	4	3	5	6	3	3
49	5	6	4	10	2	4	5	4	5	5	7	6	5
50	19	23	15	19	23	23	13	19	21	16	16	19	14
51	4	4	3	2	4	5	4	2	4	3	3	3	4
52	8	8	8	7	8	10	6	7	7	9	9	8	9
53	4	4	3	4	4	3	3	4	4	4	1	4	4
54	6	5	7	11	4	6	7	5	6	6	6	4	8
55	16	17	15	15	14	17	16	17	15	17	9	14	19
56	6	5	5	2	8	5	5	8	6	5	7	7	5
57	4	3	3	5	4	4	3	3	4	4	3	4	4
58	5	3	7	8	5	3	6	8	4	6	5	4	5
59	2	2	3	2	1	2	3	3	2	3	3	3	3
60	5	3	8	3	2	3	9	3	5	5	5	5	5
61	0	1	0	0	0	1	1	0	1	0	0	1	1
62	1	0	2	1	1	0	2	1	1	1	0	2	2
63	0	0	0	0	0	0	0	0	0	0	0	0	1
64	0	0	1	1	0	0	1	0	0	0	0	0	1
65	1	1	1	2	1	0	1	1	1	1	1	2	1
67	0	0	0	0	0	0	0	0	0	0	1	0	0
68	0	0	0	0	0	0	0	0	0	0	0	0	0
70	0	0	0	0	0	0	0	0	0	0	0	0	0
72	0	0	0	0	0	0	0	0	0	0	0	0	0
74	0	0	0	0	0	0	0	0	0	0	0	0	0
90	0	1	0	0	0	1	0	0	0	0	0	0	0
92	0	0	1	0	0	0	0	1	0	0	0	1	0
98	0	0	0	0	0	0	0	0	0	0	0	0	0
99	0	0	0	0	0	0	0	0	0	0	0	0	0
100	0	0	0	0	0	0	0	0	0	0	1	0	0

Mean	53	52	54	53	51	52	54	54	53	53	52	54	54	52
Median	53	52	54	53	52	52	54	54	53	53	51	53	54	52

	Social Grade		Region					
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2076</b>	<b>1183</b>	<b>893</b>	<b>266</b>	<b>675</b>	<b>444</b>	<b>511</b>	<b>181</b>
<b>Unweighted Sample</b>	<b>2076</b>	<b>1293</b>	<b>783</b>	<b>284</b>	<b>630</b>	<b>406</b>	<b>485</b>	<b>271</b>
	%	%	%	%	%	%	%	%

Here is a photo of Nigel Farage. How old do you think he is?

1	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0
12	0	0	0	1	0	0	0	0
21	0	0	0	0	0	0	0	0
30	0	0	0	1	0	0	0	0
35	0	0	0	0	0	0	0	0
37	0	0	1	0	0	0	1	0
38	0	0	0	0	0	1	0	0
40	1	1	0	2	1	0	0	0
41	0	0	0	0	0	0	0	0
42	1	0	1	0	1	1	1	1
43	0	0	1	0	1	0	1	0
44	0	0	0	0	1	0	0	1
45	3	3	3	5	4	2	1	3
46	1	1	1	1	1	1	0	2
47	2	2	2	1	1	2	3	3
48	4	4	3	4	3	5	3	3
49	5	5	5	5	5	3	6	4
50	19	21	16	21	21	17	18	11
51	4	3	4	3	3	5	4	4
52	8	8	8	9	8	7	9	7
53	4	4	4	4	4	3	3	4
54	6	7	6	5	8	7	5	6
55	16	16	15	15	15	19	13	21
56	6	5	7	9	4	6	6	7
57	4	3	5	2	4	2	5	3
58	5	5	5	4	3	7	6	3
59	2	2	3	1	2	2	3	3
60	5	6	3	5	3	5	5	9
61	0	0	0	0	0	0	1	1
62	1	1	2	1	1	2	1	2
63	0	0	0	0	0	0	1	0
64	0	0	0	0	0	0	0	0
65	1	1	1	1	1	2	1	0
67	0	0	0	0	0	1	0	0
68	0	0	0	1	0	0	0	0
70	0	0	0	0	0	0	0	0
72	0	0	0	0	0	0	0	0
74	0	0	0	0	0	0	0	0
90	0	0	0	0	0	0	0	0
92	0	0	0	0	0	0	1	0
98	0	0	0	0	0	0	0	0
99	0	0	0	0	0	0	0	1
100	0	0	0	0	0	0	1	1

Mean	53	53	53	52	53	53	54	54
Median	53	53	53	52	52	54	53	55



	Voting intention				2010 Vote			Gender		Age				
	Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+
<b>Weighted Sample</b>	<b>2076</b>	x	x	x	x	632	487	422	1007	1069	247	525	710	594
<b>Unweighted Sample</b>	<b>2076</b>	481	638	141	238	606	533	416	1051	1025	184	433	826	633
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here is a photo of Boris Johnson. How old do you think he is?

1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	0	0	0	1	0	0	0	0	0	0	0	0	0	0
14	0	0	1	0	0	0	0	1	1	0	0	1	0	0
15	0	0	0	0	1	0	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0	0	0	0	0	0	0
26	0	0	0	1	0	0	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0	0	0	0	0	0	0
29	0	0	0	0	0	0	0	0	0	0	0	0	0	0
30	0	0	0	0	0	0	0	0	0	0	1	0	0	0
32	0	0	0	0	1	1	0	0	0	0	1	0	0	0
33	0	1	0	1	0	0	0	0	0	0	1	0	0	0
34	0	1	0	0	0	1	0	0	0	0	2	0	0	0
35	0	1	0	0	0	1	0	0	0	0	1	0	0	0
36	0	0	0	0	0	0	0	0	0	0	0	1	0	0
37	0	1	1	0	0	0	0	1	1	0	1	0	1	0
38	1	1	2	0	2	1	2	0	1	1	1	0	1	2
39	1	1	1	0	2	1	1	2	1	1	0	1	1	1
40	5	6	4	5	6	7	4	5	6	4	6	6	4	4
41	1	2	1	1	3	1	1	2	1	1	0	1	1	2
42	4	5	4	3	3	4	4	4	4	3	5	3	4	4
43	2	3	2	3	4	4	2	2	2	3	2	2	2	4
44	4	5	2	5	3	4	3	5	4	4	6	2	4	3
45	11	13	11	6	7	12	13	8	10	12	11	11	10	13
46	5	5	5	6	5	6	5	4	6	4	5	5	5	5
47	6	6	5	5	3	6	4	7	6	5	7	6	6	4
48	12	9	12	16	16	11	10	13	11	12	7	10	13	14
49	5	5	3	9	4	5	3	5	6	4	3	4	4	7
50	13	11	15	13	12	10	13	14	13	13	16	15	13	11
51	2	3	2	3	1	3	2	2	3	1	2	2	4	1
52	5	5	5	7	5	4	6	6	5	5	4	6	6	3
53	3	2	3	2	2	2	3	2	3	2	1	3	4	2
54	2	2	3	3	1	2	2	2	2	2	1	1	3	2
55	7	5	6	5	6	7	7	6	5	8	4	9	6	7
56	2	2	3	2	2	1	3	2	1	3	2	2	2	2
57	1	0	1	0	0	0	2	1	0	2	0	1	1	0
58	2	2	2	1	1	2	3	1	1	2	0	1	2	3
59	0	0	1	0	1	0	1	0	1	0	1	1	0	0
60	1	0	2	1	2	1	2	1	1	2	0	2	1	1
61	1	1	0	1	0	0	0	0	0	1	2	0	0	0
62	0	0	1	0	0	0	0	1	0	0	1	0	0	0
63	0	0	0	0	0	0	0	0	0	0	0	0	0	0
64	0	1	0	0	0	1	0	0	0	0	0	0	0	1
65	0	0	1	0	0	0	1	0	0	0	0	0	0	0
66	0	0	0	0	0	1	0	0	0	0	0	1	0	0
70	0	0	0	0	2	0	0	0	0	0	2	0	0	0
78	0	0	0	0	0	0	0	0	0	0	0	0	0	0
87	0	0	1	0	0	0	0	0	0	0	0	1	0	0
88	0	0	0	0	0	0	0	0	0	0	0	0	0	0
100	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Mean	48	47	48	48	47	47	48	48	47	49	47	48	48	47
Median	48	47	48	48	48	48	48	48	48	48	47	48	48	48

	Social Grade		Region					
	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
<b>Weighted Sample</b>	<b>2076</b>	<b>1183</b>	<b>893</b>	<b>266</b>	<b>675</b>	<b>444</b>	<b>511</b>	<b>181</b>
<b>Unweighted Sample</b>	<b>2076</b>	<b>1293</b>	<b>783</b>	<b>284</b>	<b>630</b>	<b>406</b>	<b>485</b>	<b>271</b>
	%	%	%	%	%	%	%	%

Here is a photo of Boris Johnson. How old do you think he is?

1	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0
3	0	0	0	0	0	0	0	0
4	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0
6	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0
13	0	0	0	0	0	0	0	1
14	0	0	1	0	0	0	1	0
15	0	0	0	0	0	0	0	0
17	0	0	0	0	0	0	0	0
18	0	0	0	0	0	0	0	0
21	0	0	0	0	0	0	0	0
26	0	0	0	0	0	0	0	0
28	0	0	0	0	0	0	0	0
29	0	0	0	1	0	0	0	0
30	0	0	0	1	0	0	0	0
32	0	0	0	0	0	1	0	0
33	0	0	0	0	1	0	0	0
34	0	0	0	1	0	0	1	0
35	0	0	0	0	1	0	0	0
36	0	0	0	0	0	0	0	1
37	0	0	0	1	0	0	0	1
38	1	1	1	1	1	1	1	0
39	1	1	1	1	2	1	1	0
40	5	5	5	7	6	5	3	6
41	1	1	1	0	1	2	1	1
42	4	3	4	3	4	4	3	5
43	2	3	2	2	3	2	2	2
44	4	4	3	4	3	6	3	2
45	11	13	9	14	11	11	11	10
46	5	6	4	6	6	3	3	6
47	6	6	5	6	5	5	7	4
48	12	11	13	14	12	14	8	13
49	5	5	4	3	4	6	5	4
50	13	13	15	13	16	12	13	10
51	2	2	2	1	2	3	2	2
52	5	5	6	1	5	6	7	4
53	3	2	4	3	1	4	4	3
54	2	2	2	2	2	2	2	2
55	7	7	6	8	5	7	7	9
56	2	1	3	1	2	3	3	2
57	1	1	1	0	1	0	2	1
58	2	1	2	0	2	1	3	3
59	0	1	0	0	0	1	1	0
60	1	1	1	1	1	0	1	3
61	1	0	1	0	1	0	0	1
62	0	0	0	0	0	0	0	0
63	0	0	0	0	0	0	0	0
64	0	0	0	0	0	0	1	0
65	0	0	0	0	0	0	0	1
66	0	0	0	0	1	0	0	0
70	0	0	0	1	0	0	0	0
78	0	0	0	0	0	0	0	0
87	0	0	0	2	0	0	0	0
88	0	0	0	0	0	0	0	0
100	0	0	0	0	0	0	0	0

Mean	48	48	48	48	48	48	48	48
Median	48	48	48	48	48	48	49	48