‘Did UKIP talk too much, too little or the right amount about the following topics during the recent general election campaign?’

- Too much
- About right
- Too little

<table>
<thead>
<tr>
<th>Topic</th>
<th>Too much</th>
<th>About right</th>
<th>Too little</th>
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<tr>
<td>Immigration</td>
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<td>Economy</td>
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<td>NHS</td>
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<td>Europe</td>
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</table>
Did the political parties talk too much, too little or the right amount about immigration?

- UKIP: Too much 51, About right 39, Too little 10
- Conservatives: Too little 34, About right 50, Too much 16
- Labour: Too little 44, About right 46, Too much 10
- Liberal Democrats: Too little 46, About right 46, Too much 8
- SNP: Too little 21, About right 46, Too much 33
Views of the UKIP campaign on immigration – by party support

- UKIP: 80
- Conservative: 43
- Labour: 26
- Lib Dem: 26

- Talked too little: 12
- About right: 8
- Talked too much: 11

Support by party:
- UKIP: 8
- Conservative: 64
- Labour: 72
- Lib Dem: 72
Talked too little
- Firmly out: 16
- Leaning out: 11
- Leaning in: 10
- Firmly in: 5

About right
- Firmly out: 62
- Leaning out: 50
- Leaning in: 30
- Firmly in: 10

Talked too much
- Firmly out: 22
- Leaning out: 39
- Leaning in: 60
- Firmly in: 84
Views of UKIP general election campaign on the economy – by party support

- Talked too little
  - UKIP: 30
  - Conservative: 55
  - Labour: 56
  - Lib Dem: 61

- About right
  - UKIP: 66
  - Conservative: 39
  - Labour: 33
  - Lib Dem: 33

- Talked too much
  - UKIP: 4
  - Conservative: 6
  - Labour: 11
  - Lib Dem: 6
Views of UKIP general election campaign on the economy – by views of the EU referendum

- Firmly Out
- Leaning Out
- Leaning In
- Firmly In

<table>
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<tr>
<th></th>
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<th>Leaning Out</th>
<th>Leaning In</th>
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<td>57</td>
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<tr>
<td>About right</td>
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<td>45</td>
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An important new voice saying what people think

Bravely outspoken

 Says things others don't have the courage to say

Mainly a mainstream party with their right to a view

Should not change their approach even if some people think they go too far

Voters views on positive attributes of UKIP’s populist challenge

<table>
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<tr>
<th>Agree</th>
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<table>
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<tr>
<th>Attribute</th>
<th>General Public</th>
<th>UKIP voters</th>
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</thead>
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<tr>
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<td>90</td>
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<tr>
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<td>76</td>
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<td>87</td>
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Need to do more to ensure they don't have candidates with extreme views

Risk bringing prejudice into debates about immigration

Says things they shouldn't say

I see UKIP mainly as a dangerous and divisive party

Voters views on concerns about UKIP as a divisive party

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General Public  UKIP voters

56  32

36

-65

18

-49

21

-84
UKIP risk bringing prejudice into debates about immigration – by views on EU referendum

- Agree
- Neither agree nor disagree
- Disagree

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