Findings

n = 211

Media

	Frequency	Percent	Valid Percent	Cumulative Percent
BBC News @ 22:00	38	18.0	18.0	18.0
ITV News @ 13:30	28	13.3	13.3	31.3
Sky News @ 19:00	39	18.5	18.5	49.8
Channel 4 News @ 19:00	39	18.5	18.5	68.2
BBC Radio 4 - Today Programme (08:00 -08:30)	34	16.1	16.1	84.4
BBC Radio 4 - PM - (16:00 - 16:30)	33	15.6	15.6	100.0
Total	211	100.0	100.0	

Campaign Week

	Frequency	Percent	Valid Percent	Cumulative Percent
Week One	44	20.9	20.9	20.9
Week Two	32	15.2	15.2	36.0
Week Three	38	18.0	18.0	54.0
Week Four	38	18.0	18.0	72.0
Week Five	38	18.0	18.0	90.0
Week Six	21	10.0	10.0	100.0
Total	211	100.0	100.0	

Lead

	Frequency	Percent	Valid Percent	Cumulative Percent
Election Not the Lead	95	45.0	45.0	45.0
Election Leads Broadcast	116	55.0	55.0	100.0
Total	211	100.0	100.0	

Lineup

	Frequency	Percent	Valid Percent	Cumulative Percent
0	6	2.8	2.8	2.8
First	116	55.0	55.0	57.8
Second	51	24.2	24.2	82.0
Third	15	7.1	7.1	89.1
Fourth	10	4.7	4.7	93.8
Fifth	6	2.8	2.8	96.7
Sixth	4	1.9	1.9	98.6
Seventh	1	.5	.5	99.1
Eighth	2	.9	.9	100.0
Total	211	100.0	100.0	

Other Lead

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Applicable	116	55.0	55.0	55.0
Economy	3	1.4	1.4	56.4
International News	61	28.9	28.9	85.3
Immigration	1	.5	.5	85.8
National Health Service	1	.5	.5	86.3
Crime	11	5.2	5.2	91.5
Other	18	8.5	8.5	100.0
Total	211	100.0	100.0	

Sequence or Drive

	Frequency	Percent	Valid Percent	Cumulative Percent
No Drive or Sequence Present	75	35.5	35.5	35.5
Drive or Sequence Present	136	64.5	64.5	100.0
Total	211	100.0	100.0	

Issue

	Frequency	Percent	Valid Percent	Cumulative Percent
Not Applicable	5	2.4	2.4	2.4
Economy	37	17.5	17.5	19.9
Deficit / Debt	2	.9	.9	20.9
Immigration	8	3.8	3.8	24.6
European Union	4	1.9	1.9	26.5
National Health Service	9	4.3	4.3	30.8
Housing	6	2.8	2.8	33.6
Social Services / Welfare	3	1.4	1.4	35.1
Military	6	2.8	2.8	37.9
Foreign Policy	3	1.4	1.4	39.3
Election Debate Strategy	18	8.5	8.5	47.9
TV Debate	16	7.6	7.6	55.5
Coalition Speculation	38	18.0	18.0	73.5
Leader Cameron	2	.9	.9	74.4
Leader Miliband	3	1.4	1.4	75.8
Leader Firage	2	.9	.9	76.8
Leader Bennett	1	.5	.5	77.3
Leader Sturgeon	2	.9	.9	78.2
Conservative Party	11	5.2	5.2	83.4
Labour Party	6	2.8	2.8	86.3
Liberal Democrats	5	2.4	2.4	88.6
SNP	7	3.3	3.3	91.9
Other	5	2.4	2.4	94.3
Tax	12	5.7	5.7	100.0
Total	211	100.0	100.0	

TV Debate

	Frequency	Percent	Valid Percent	Cumulative Percent
TV Debate not Discussed	171	81.0	81.0	81.0
TV Debate Discussed	40	19.0	19.0	100.0
Total	211	100.0	100.0	

Horse Race

	Frequency	Percent	Valid Percent	Cumulative Percent
No Horse Race Coverage	98	46.4	46.4	46.4
Horse Race Coverage Present	113	53.6	53.6	100.0
Total	211	100.0	100.0	

Debate Strategy

	Frequency	Percent	Valid Percent	Cumulative Percent
TV Debate Strategy Not Discussed	189	89.6	89.6	89.6
TV Debate Strategy Discussed	22	10.4	10.4	100.0
Total	211	100.0	100.0	

Polling

	Frequency	Percent	Valid Percent	Cumulative Percent
Polling Not Discussed	137	64.9	64.9	64.9
Polling Discussed	74	35.1	35.1	100.0
Total	211	100.0	100.0	

Lineup Count

N	Valid	211
	Missing	0
Mean		2.61
Std. Error of Mean		.188
Median		2.00
Mode		0
Std. Deviation		2.726
Minimum		0
Maximum		14
Percentiles	25	.00
	50	2.00
	75	4.00

Lineup Count

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	75	35.5	35.5	35.5
	2	40	19.0	19.0	54.5
	3	29	13.7	13.7	68.2
	4	27	12.8	12.8	81.0
	5	15	7.1	7.1	88.2
	6	10	4.7	4.7	92.9
	7	5	2.4	2.4	95.3
	8	1	.5	.5	95.7
	9	4	1.9	1.9	97.6
	10	1	.5	.5	98.1
	12	1	.5	.5	98.6
	13	2	.9	.9	99.5
	14	1	.5	.5	100.0
	Total	211	100.0	100.0	

Crosstabulation – Media & Lead			Lead		Total
			Election Not the Lead	Election Leads Broadcast	
Media	BBC News @ 22:00	Count	13	25	38
		% within Media	34.2%	65.8%	100.0%
	ITV News @ 13:30	Count	11	17	28
		% within Media	39.3%	60.7%	100.0%
	Sky News @ 19:00	Count	21	18	39
		% within Media	53.8%	46.2%	100.0%
	Channel 4 News @ 19:00	Count	23	16	39
		% within Media	59.0%	41.0%	100.0%
	BBC Radio 4 - Today Programme (08:00 -08:30)	Count	14	20	34
		% within Media	41.2%	58.8%	100.0%
	BBC Radio 4 - PM - (16:00 - 16:30)	Count	13	20	33
		% within Media	39.4%	60.6%	100.0%
Total		Count	95	116	211
		% within Media	45.0%	55.0%	100.0%

A test of independence found that this crosstabulation is not statistically associated at the normal confidence interval.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	7.086[a]	5	.214	.219[b]	.209	.230	
Likelihood Ratio	7.112	5	.212	.224[b]	.214	.235	
Fisher's Exact Test	6.993			.224[b]	.213	.234	
Linear-by-Linear Association	.334[c]	1	.563	.564[b]	.551	.577	.292[b]
N of Valid Cases	211						

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.61.
b. Based on 10000 sampled tables with starting seed 2000000.
c. The standardized statistic is -.578.

Crosstabulation – Media & Sequence or Drive		Sequence Drive		Total
		No Drive or Sequence Present	Drive or Sequence Present	
Media	BBC News @ 22:00 — Count	19	19	38
	% within Media	50.0%	50.0%	100.0%
	ITV News @ 13:30 — Count	12	16	28
	% within Media	42.9%	57.1%	100.0%
	Sky News @ 19:00 — Count	26	13	39
	% within Media	66.7%	33.3%	100.0%
	Channel 4 News @ 19:00 — Count	8	31	39
	% within Media	20.5%	79.5%	100.0%
	BBC Radio 4 - Today Programme (08:00 -08:30) — Count	1	33	34
	% within Media	2.9%	97.1%	100.0%
	BBC Radio 4 - PM - (16:00 - 16:30) — Count	9	24	33
	% within Media	27.3%	72.7%	100.0%
Total	Count	75	136	211
	% within Media	35.5%	64.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	41.214[a]	5	.000	.000[b]	.000	.000	
Likelihood Ratio	46.773	5	.000	.000[b]	.000	.000	
Fisher's Exact Test	44.578			.000[b]	.000	.000	
Linear-by-Linear Association	17.487[c]	1	.000	.000[b]	.000	.000	.000[b]
N of Valid Cases	211						

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.95.

b. Based on 10000 sampled tables with starting seed 2000000.

c. The standardized statistic is 4.182.

Crosstabulation – Media & Issue			Issue				
			Not Applicable	Economy	Deficit / Debt	Immigration	European Union
Media	BBC News @ 22:00	Count	0	5	1	1	1
		% within Media	0.0%	13.2%	2.6%	2.6%	2.6%
	ITV News @ 13:30	Count	0	4	1	0	0
		% within Media	0.0%	14.3%	3.6%	0.0%	0.0%
	Sky News @ 19:00	Count	3	5	0	1	1
		% within Media	7.7%	12.8%	0.0%	2.6%	2.6%
	Channel 4 News @ 19:00	Count	1	8	0	4	1
		% within Media	2.6%	20.5%	0.0%	10.3%	2.6%
	BBC Radio 4 - Today Programme (08:00 - 08:30)	Count	1	8	0	1	1
		% within Media	2.9%	23.5%	0.0%	2.9%	2.9%
	BBC Radio 4 - PM - (16:00 - 16:30)	Count	0	7	0	1	0
		% within Media	0.0%	21.2%	0.0%	3.0%	0.0%
Total		Count	5	37	2	8	4
		% within Media	2.4%	17.5%	0.9%	3.8%	1.9%

			Issue				
			National Health Service	Housing	Social Services / Welfare	Military	Foreign Policy
Media	BBC News @ 22:00	Count	1	0	0	1	1
		% within Media	2.6%	0.0%	0.0%	2.6%	2.6%
	ITV News @ 13:30	Count	1	1	1	1	0
		% within Media	3.6%	3.6%	3.6%	3.6%	0.0%
	Sky News @ 19:00	Count	2	1	0	1	0
		% within Media	5.1%	2.6%	0.0%	2.6%	0.0%
	Channel 4 News @ 19:00	Count	1	2	0	1	1
		% within Media	2.6%	5.1%	0.0%	2.6%	2.6%
	BBC Radio 4 - Today	Count	2	1	1	1	1

	Programme (08:00 - 08:30)	% within Media	5.9%	2.9%		2.9%	2.9%	2.9%
	BBC Radio 4 - PM - (16:00 - 16:30)	Count	2	1		1	1	0
		% within Media	6.1%	3.0%		3.0%	3.0%	0.0%
Total		Count	9	6		3	6	3
		% within Media	4.3%	2.8%		1.4%	2.8%	1.4%

			Issue			
			Election Debate Strategy	TV Debate	Coalition Speculation	Leader Cameron
Media	BBC News @ 22:00	Count	4	3	8	0
		% within Media	10.5%	7.9%	21.1%	0.0%
	ITV News @ 13:30	Count	3	2	3	1
		% within Media	10.7%	7.1%	10.7%	3.6%
	Sky News @ 19:00	Count	7	4	3	0
		% within Media	17.9%	10.3%	7.7%	0.0%
	Channel 4 News @ 19:00	Count	2	2	9	1
		% within Media	5.1%	5.1%	23.1%	2.6%
	BBC Radio 4 - Today Programme (08:00 - 08:30)	Count	1	2	7	0
		% within Media	2.9%	5.9%	20.6%	0.0%
	BBC Radio 4 - PM - (16:00 - 16:30)	Count	1	3	8	0
		% within Media	3.0%	9.1%	24.2%	0.0%
Total		Count	18	16	38	2
		% within Media	8.5%	7.6%	18.0%	0.9%

			Issue			
			Leader Miliband	Leader Firage	Leader Bennett	Leader Sturgeon
Media	BBC News @ 22:00	Count	1	0	0	0
		% within Media	2.6%	0.0%	0.0%	0.0%
	ITV News @ 13:30	Count	0	0	0	0
		% within Media	0.0%	0.0%	0.0%	0.0%

	Sky News @ 19:00	Count	1	2	0	1
		% within Media	2.6%	5.1%	0.0%	2.6%
	Channel 4 News @ 19:00	Count	1	0	0	0
		% within Media	2.6%	0.0%	0.0%	0.0%
	BBC Radio 4 - Today Programme (08:00 - 08:30)	Count	0	0	0	0
		% within Media	0.0%	0.0%	0.0%	0.0%
	BBC Radio 4 - PM - (16:00 - 16:30)	Count	0	0	1	1
		% within Media	0.0%	0.0%	3.0%	3.0%
Total		Count	3	2	1	2
		% within Media	1.4%	0.9%	0.5%	0.9%

			Issue				
			Conservative Party	Labour Party	Liberal Democrats	SNP	Other
Media	BBC News @ 22:00	Count	1	1	2	2	2
		% within Media	2.6%	2.6%	5.3%	5.3%	5.3%
	ITV News @ 13:30	Count	2	1	1	2	1
		% within Media	7.1%	3.6%	3.6%	7.1%	3.6%
	Sky News @ 19:00	Count	2	1	0	0	2
		% within Media	5.1%	2.6%	0.0%	0.0%	5.1%
	Channel 4 News @ 19:00	Count	2	1	0	1	0
		% within Media	5.1%	2.6%	0.0%	2.6%	0.0%
	BBC Radio 4 - Today Programme (08:00 - 08:30)	Count	2	1	2	1	0
		% within Media	5.9%	2.9%	5.9%	2.9%	0.0%
	BBC Radio 4 - PM - (16:00 - 16:30)	Count	2	1	0	1	0
		% within Media	6.1%	3.0%	0.0%	3.0%	0.0%
Total		Count	11	6	5	7	5
		% within Media	5.2%	2.8%	2.4%	3.3%	2.4%

			Issue	Total
			Tax	
Media	BBC News @ 22:00	Count	3	38
		% within Media	7.9%	100.0%
	ITV News @ 13:30	Count	3	28
		% within Media	10.7%	100.0%
	Sky News @ 19:00	Count	2	39
		% within Media	5.1%	100.0%
	Channel 4 News @ 19:00	Count	1	39
		% within Media	2.6%	100.0%
	BBC Radio 4 - Today Programme (08:00 -08:30)	Count	1	34
		% within Media	2.9%	100.0%
	BBC Radio 4 - PM - (16:00 - 16:30)	Count	2	33
		% within Media	6.1%	100.0%
Total		Count	12	211
		% within Media	5.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	86.516[a]	115	.978	.994[b]	.991	.996	
Likelihood Ratio	94.351	115	.920	.998[b]	.997	.999	
Fisher's Exact Test	80.296			.995[b]	.993	.997	
Linear-by-Linear Association	4.131[c]	1	.042	.045[b]	.040	.050	.023[b]
N of Valid Cases	211						

a. 133 cells (92.4%) have expected count less than 5. The minimum expected count is .13.

b. Based on 10000 sampled tables with starting seed 2000000.

c. The standardized statistic is -2.032.

Crosstabulation – Media & Horse Race			Horse Race		Total
			No Horse Race Coverage	Horse Race Coverage Present	
Media	BBC News @ 22:00	Count	14	24	38
		% within Media	36.8%	63.2%	100.0%
	ITV News @ 13:30	Count	14	14	28
		% within Media	50.0%	50.0%	100.0%
	Sky News @ 19:00	Count	12	27	39
		% within Media	30.8%	69.2%	100.0%
	Channel 4 News @ 19:00	Count	17	22	39
		% within Media	43.6%	56.4%	100.0%
	BBC Radio 4 - Today Programme (08:00 -08:30)	Count	19	15	34
		% within Media	55.9%	44.1%	100.0%
	BBC Radio 4 - PM - (16:00 - 16:30)	Count	22	11	33
		% within Media	66.7%	33.3%	100.0%
Total		Count	98	113	211
		% within Media	46.4%	53.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	12.174[a]	5	.032	.032[b]	.028	.037	
Likelihood Ratio	12.368	5	.030	.033[b]	.028	.037	
Fisher's Exact Test	12.110			.032[b]	.028	.037	
Linear-by-Linear Association	6.640[c]	1	.010	.011[b]	.008	.014	.006[b]
N of Valid Cases	211						

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.00.
b. Based on 10000 sampled tables with starting seed 2000000.
c. The standardized statistic is -2.577.

Crosstabulation –Campaign Week & Lead			Lead		Total
			Election Not the Lead	Election Leads Broadcast	
Campaign Week	Week One	Count	12	32	44
		% within Campaign Week	27.3%	72.7%	100.0%
	Week Two	Count	9	23	32
		% within Campaign Week	28.1%	71.9%	100.0%
	Week Three	Count	16	22	38
		% within Campaign Week	42.1%	57.9%	100.0%
	Week Four	Count	32	6	38
		% within Campaign Week	84.2%	15.8%	100.0%
	Week Five	Count	22	16	38
		% within Campaign Week	57.9%	42.1%	100.0%
	Week Six	Count	4	17	21
		% within Campaign Week	19.0%	81.0%	100.0%
Total		Count	95	116	211
		% within Campaign Week	45.0%	55.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	41.266[a]	5	.000	.000[b]	.000	.000	
Likelihood Ratio	43.772	5	.000	.000[b]	.000	.000	
Fisher's Exact Test	42.355			.000[b]	.000	.000	
Linear-by-Linear Association	6.054[c]	1	.014	.016[b]	.013	.019	.009[b]
N of Valid Cases	211						

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.45.

b. Based on 10000 sampled tables with starting seed 1487459085.

c. The standardized statistic is -2.460.

Crosstabulation – Campaign Week & Other Issue Leading Broadcast		Other Lead			
		Not Applicable	Economy	International News	Immigration
Week One	Count	32	3	9	0
	% within Campaign Week	72.7%	6.8%	20.5%	0.0%
Week Two	Count	23	0	5	0
	% within Campaign Week	71.9%	0.0%	15.6%	0.0%
Week Three	Count	22	0	5	1
	% within Campaign Week	57.9%	0.0%	13.2%	2.6%
Week Four	Count	6	0	22	0
	% within Campaign Week	15.8%	0.0%	57.9%	0.0%
Week Five	Count	16	0	17	0
	% within Campaign Week	42.1%	0.0%	44.7%	0.0%
Week Six	Count	17	0	3	0
	% within Campaign Week	81.0%	0.0%	14.3%	0.0%
Total	Count	116	3	61	1
	% within Campaign Week	55.0%	1.4%	28.9%	0.5%

		Other Lead			Total
		National Health Service	Crime	Other	
Week One	Count	0	0	0	44
	% within Campaign Week	0.0%	0.0%	0.0%	100.0%
Week Two	Count	0	3	1	32
	% within Campaign Week	0.0%	9.4%	3.1%	100.0%
Week Three	Count	1	7	2	38
	% within Campaign Week	2.6%	18.4%	5.3%	100.0%
Week Four	Count	0	0	10	38
	% within Campaign Week	0.0%	0.0%	26.3%	100.0%
Week Five	Count	0	0	5	38
	% within Campaign Week	0.0%	0.0%	13.2%	100.0%

			0	1	0	21
Week Six	Count		0	1	0	21
	% within Campaign Week		0.0%	4.8%	0.0%	100.0%
Total	Count		1	11	18	211
	% within Campaign Week		0.5%	5.2%	8.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	103.466[a]	30	.000	.000[b]	.000	.000	
Likelihood Ratio	103.280	30	.000	.000[b]	.000	.000	
Fisher's Exact Test	90.323			.000[b]	.000	.000	
Linear-by-Linear Association	3.659[c]	1	.056	.052[b]	.047	.058	.025[b]
N of Valid Cases	211						

a. 30 cells (71.4%) have expected count less than 5. The minimum expected count is .10.

b. Based on 10000 sampled tables with starting seed 1487459085.

c. The standardized statistic is 1.913.

Crosstabulation – Campaign Week & Issue		Issue			
		Not Applicable	Economy	Deficit / Debt	Immigration
Week One	Count	0	22	0	0
	% within Campaign Week	0.0%	50.0%	0.0%	0.0%
Week Two	Count	1	1	0	0
	% within Campaign Week	3.1%	3.1%	0.0%	0.0%
Week Three	Count	2	2	0	7
	% within Campaign Week	5.3%	5.3%	0.0%	18.4%
Week Four	Count	0	3	2	1
	% within Campaign Week	0.0%	7.9%	5.3%	2.6%
Week Five	Count	1	9	0	0
	% within Campaign Week	2.6%	23.7%	0.0%	0.0%
Week Six	Count	1	0	0	0
	% within Campaign Week	4.8%	0.0%	0.0%	0.0%
Total	Count	5	37	2	8
	% within Campaign Week	2.4%	17.5%	0.9%	3.8%

		Issue			
		European Union	National Health Service	Housing	Social Services / Welfare
Week One	Count	0	0	0	0
	% within Campaign Week	0.0%	0.0%	0.0%	0.0%
Week Two	Count	4	7	1	0
	% within Campaign Week	12.5%	21.9%	3.1%	0.0%
Week Three	Count	0	1	0	0
	% within Campaign Week	0.0%	2.6%	0.0%	0.0%
Week Four	Count	0	0	1	0
	% within Campaign Week	0.0%	0.0%	2.6%	0.0%
Week Five	Count	0	0	4	3

	% within Campaign Week	0.0%	0.0%	10.5%	7.9%
Week Six	Count	0	1	0	0
	% within Campaign Week	0.0%	4.8%	0.0%	0.0%
Total	Count	4	9	6	3
	% within Campaign Week	1.9%	4.3%	2.8%	1.4%

Crosstab

		Issue			
		Military	Foreign Policy	Election Debate Strategy	TV Debate
Week One	Count	0	0	8	11
	% within Campaign Week	0.0%	0.0%	18.2%	25.0%
Week Two	Count	6	0	0	0
	% within Campaign Week	18.8%	0.0%	0.0%	0.0%
Week Three	Count	0	0	0	3
	% within Campaign Week	0.0%	0.0%	0.0%	7.9%
Week Four	Count	0	3	3	0
	% within Campaign Week	0.0%	7.9%	7.9%	0.0%
Week Five	Count	0	0	0	2
	% within Campaign Week	0.0%	0.0%	0.0%	5.3%
Week Six	Count	0	0	7	0
	% within Campaign Week	0.0%	0.0%	33.3%	0.0%
Total	Count	6	3	18	16
	% within Campaign Week	2.8%	1.4%	8.5%	7.6%

		Issue			
		Coalition Speculation	Leader Cameron	Leader Miliband	Leader Firage
Week One	Count	1	0	0	0
	% within Campaign Week	2.3%	0.0%	0.0%	0.0%
Week Two	Count	0	0	1	0

			Leader Bennett	Leader Sturgeon	Conservative Party	Labour Party
		% within Campaign Week	0.0%	0.0%	3.1%	0.0%
	Week Three	Count	5	1	0	0
		% within Campaign Week	13.2%	2.6%	0.0%	0.0%
	Week Four	Count	8	0	1	1
		% within Campaign Week	21.1%	0.0%	2.6%	2.6%
	Week Five	Count	12	1	1	1
		% within Campaign Week	31.6%	2.6%	2.6%	2.6%
	Week Six	Count	12	0	0	0
		% within Campaign Week	57.1%	0.0%	0.0%	0.0%
Total		Count	38	2	3	2
		% within Campaign Week	18.0%	0.9%	1.4%	0.9%

			Issue			
			Leader Bennett	Leader Sturgeon	Conservative Party	Labour Party
	Week One	Count	0	0	0	0
		% within Campaign Week	0.0%	0.0%	0.0%	0.0%
	Week Two	Count	0	1	0	0
		% within Campaign Week	0.0%	3.1%	0.0%	0.0%
	Week Three	Count	0	1	6	6
		% within Campaign Week	0.0%	2.6%	15.8%	15.8%
	Week Four	Count	1	0	5	0
		% within Campaign Week	2.6%	0.0%	13.2%	0.0%
	Week Five	Count	0	0	0	0
		% within Campaign Week	0.0%	0.0%	0.0%	0.0%
	Week Six	Count	0	0	0	0
		% within Campaign Week	0.0%	0.0%	0.0%	0.0%
Total		Count	1	2	11	6
		% within Campaign Week	0.5%	0.9%	5.2%	2.8%

		Issue				Total
		Liberal Democrats	SNP	Other	Tax	
Week One	Count	0	0	0	2	44
	% within Campaign Week	0.0%	0.0%	0.0%	4.5%	100.0%
Week Two	Count	0	2	0	8	32
	% within Campaign Week	0.0%	6.3%	0.0%	25.0%	100.0%
Week Three	Count	3	0	1	0	38
	% within Campaign Week	7.9%	0.0%	2.6%	0.0%	100.0%
Week Four	Count	1	5	3	0	38
	% within Campaign Week	2.6%	13.2%	7.9%	0.0%	100.0%
Week Five	Count	1	0	1	2	38
	% within Campaign Week	2.6%	0.0%	2.6%	5.3%	100.0%
Week Six	Count	0	0	0	0	21
	% within Campaign Week	0.0%	0.0%	0.0%	0.0%	100.0%
Total	Count	5	7	5	12	211
	% within Campaign Week	2.4%	3.3%	2.4%	5.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	414.010[a]	115	.000	.000[b]	.000	.000	
Likelihood Ratio	372.434	115	.000	.000[b]	.000	.000	
Fisher's Exact Test	278.726			.000[b]	.000	.000	
Linear-by-Linear Association	3.242[c]	1	.072	.069[b]	.063	.076	.035[b]
N of Valid Cases	211						

a. 134 cells (93.1%) have expected count less than 5. The minimum expected count is .10.
b. Based on 10000 sampled tables with starting seed 1487459085.
c. The standardized statistic is 1.801.

			TV Debate		Total
			TV Debate not Discussed	TV Debate Discussed	
Campaign Week	Week One	Count	23	21	44
		% within Campaign Week	52.3%	47.7%	100.0%
	Week Two	Count	29	3	32
		% within Campaign Week	90.6%	9.4%	100.0%
	Week Three	Count	31	7	38
		% within Campaign Week	81.6%	18.4%	100.0%
	Week Four	Count	37	1	38
		% within Campaign Week	97.4%	2.6%	100.0%
	Week Five	Count	31	7	38
		% within Campaign Week	81.6%	18.4%	100.0%
	Week Six	Count	20	1	21
		% within Campaign Week	95.2%	4.8%	100.0%
Total		Count	171	40	211
		% within Campaign Week	81.0%	19.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	34.978[a]	5	.000	.000[b]	.000	.000	
Likelihood Ratio	34.204	5	.000	.000[b]	.000	.000	
Fisher's Exact Test	31.478			.000[b]	.000	.000	
Linear-by-Linear Association	16.198[c]	1	.000	.000[b]	.000	.000	.000[b]
N of Valid Cases	211						

a. 1 cells (8.3%) have expected count less than 5. The minimum expected count is 3.98.
b. Based on 10000 sampled tables with starting seed 1487459085.
c. The standardized statistic is -4.025.

Crosstabulation – Campaign Week & Horse Race		Horse Race		Total
		No Horse Race Coverage	Horse Race Coverage Present	
Week One	Count	16	28	44
	% within Campaign Week	36.4%	63.6%	100.0%
Week Two	Count	22	10	32
	% within Campaign Week	68.8%	31.3%	100.0%
Week Three	Count	20	18	38
	% within Campaign Week	52.6%	47.4%	100.0%
Week Four	Count	26	12	38
	% within Campaign Week	68.4%	31.6%	100.0%
Week Five	Count	11	27	38
	% within Campaign Week	28.9%	71.1%	100.0%
Week Six	Count	3	18	21
	% within Campaign Week	14.3%	85.7%	100.0%
Total	Count	98	113	211
	% within Campaign Week	46.4%	53.6%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	29.570[a]	5	.000	.000[b]	.000	.000	
Likelihood Ratio	31.085	5	.000	.000[b]	.000	.000	
Fisher's Exact Test	29.961			.000[b]	.000	.000	
Linear-by-Linear Association	3.857[c]	1	.050	.056[b]	.050	.062	.028[b]
N of Valid Cases	211						

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.75.

b. Based on 10000 sampled tables with starting seed 1487459085.

c. The standardized statistic is 1.964.

Crosstabulation –Campaign Week & Debate Strategy			Debate Strategy		Total
			TV Debate Strategy Not Discussed	TV Debate Strategy Discussed	
Week One	Count		29	15	44
	% within Campaign Week		65.9%	34.1%	100.0%
Week Two	Count		32	0	32
	% within Campaign Week		100.0%	0.0%	100.0%
Week Three	Count		34	4	38
	% within Campaign Week		89.5%	10.5%	100.0%
Week Four	Count		38	0	38
	% within Campaign Week		100.0%	0.0%	100.0%
Week Five	Count		35	3	38
	% within Campaign Week		92.1%	7.9%	100.0%
Week Six	Count		21	0	21
	% within Campaign Week		100.0%	0.0%	100.0%
Total	Count		189	22	211
	% within Campaign Week		89.6%	10.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	37.237[a]	5	.000	.000[b]	.000	.000	
Likelihood Ratio	38.070	5	.000	.000[b]	.000	.000	
Fisher's Exact Test	30.260			.000[b]	.000	.000	
Linear-by-Linear Association	16.715[c]	1	.000	.000[b]	.000	.000	.000[b]
N of Valid Cases	211						

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 2.19.

b. Based on 10000 sampled tables with starting seed 1487459085.

c. The standardized statistic is -4.088.

Crosstabulation – Campaign Week & Polling		Polling		Total
		Polling Not Discussed	Polling Discussed	
Week One	Count	15	29	44
	% within Campaign Week	34.1%	65.9%	100.0%
Week Two	Count	23	9	32
	% within Campaign Week	71.9%	28.1%	100.0%
Week Three	Count	31	7	38
	% within Campaign Week	81.6%	18.4%	100.0%
Week Four	Count	35	3	38
	% within Campaign Week	92.1%	7.9%	100.0%
Week Five	Count	27	11	38
	% within Campaign Week	71.1%	28.9%	100.0%
Week Six	Count	6	15	21
	% within Campaign Week	28.6%	71.4%	100.0%
Total	Count	137	74	211
	% within Campaign Week	64.9%	35.1%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)
				Sig.	99% Confidence Interval		Sig.
					Lower Bound	Upper Bound	
Pearson Chi-Square	48.821[a]	5	.000	.000[b]	.000	.000	
Likelihood Ratio	50.767	5	.000	.000[b]	.000	.000	
Fisher's Exact Test	49.026			.000[b]	.000	.000	
Linear-by-Linear Association	2.207[c]	1	.137	.147[b]	.137	.156	.078[b]
N of Valid Cases	211						