

## Amber Valley Poll

### CATI Fieldwork : 14th-20th April 2014

Absolutes/col percents

Table 1

**Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1000	451	549	43	106	140	176	213	319	259	215	185	306	184	260	29	141	25	246	257	68	
Weighted base	1000	490	510	100	140	179	179	169	230	156	253	253	302	170	265	28	148	30	224	226	81	
Certain to vote	(10)	467	226	241	20	43	69	92	108	132	89	120	102	146	92	147	17	77	18	139	150	41
		47%	46%	47%	20%	31%	38%	51%	64%	58%	57%	48%	40%	48%	54%	55%	59%	52%	60%	62%	67%	50%
	(9)	65	45	19	6	10	17	8	8	16	4	25	16	14	18	18	4	10	1	22	11	13
		6%	9%	4%	6%	7%	9%	5%	5%	7%	3%	10%	6%	5%	11%	7%	13%	7%	3%	10%	5%	16%
	(8)	75	28	46	9	16	7	12	10	20	12	19	18	20	17	21	3	9	3	21	18	6
		7%	6%	9%	9%	12%	4%	7%	6%	9%	7%	8%	7%	6%	10%	8%	12%	6%	9%	9%	8%	7%
	(7)	55	27	28	5	10	18	10	6	7	11	21	12	10	15	12	2	8	2	10	11	6
		6%	6%	6%	5%	7%	10%	5%	4%	3%	7%	8%	5%	3%	9%	5%	7%	6%	5%	5%	5%	7%
	(6)	29	14	14	10	2	3	4	3	7	7	8	8	6	3	14	2	5	-	2	2	2
		3%	3%	3%	10%	1%	2%	2%	2%	3%	4%	3%	3%	2%	2%	5%	8%	4%	-	1%	1%	3%
	(5)	113	51	62	19	20	25	20	14	15	11	19	32	45	14	30	-	28	4	11	23	5
		11%	11%	12%	19%	15%	14%	11%	9%	7%	7%	8%	13%	15%	9%	11%	-	19%	13%	5%	10%	6%
	(4)	18	4	13	2	5	3	1	5	3	1	4	7	5	1	5	-	6	1	3	3	3
		2%	1%	3%	2%	3%	2%	*	3%	1%	1%	2%	3%	2%	1%	2%	-	4%	3%	1%	2%	4%
	(3)	33	17	16	10	6	6	5	4	2	6	13	10	5	8	12	-	1	1	8	1	3
		3%	3%	3%	10%	4%	3%	3%	3%	1%	4%	5%	4%	2%	5%	4%	-	1%	2%	4%	1%	4%
	(2)	18	13	6	-	3	6	4	2	3	3	4	6	5	2	7	-	4	2	1	3	1
		2%	3%	1%	-	2%	3%	2%	1%	1%	2%	1%	2%	2%	1%	3%	-	3%	5%	1%	1%	1%
Definitely would not vote	(1)	122	60	62	15	25	26	25	9	22	12	20	41	44	-	-	-	-	-	7	2	1
		12%	12%	12%	15%	18%	15%	14%	5%	10%	8%	8%	16%	15%	-	-	-	-	-	3%	1%	1%
Don't know		5	3	1	3	-	-	-	-	2	*	-	1	3	-	-	-	-	-	*	1	-
		*	1%	*	3%	-	-	-	-	1%	*	-	*	1%	-	-	-	-	-	*	*	-
Mean		7.34	7.36	7.32	5.94	6.40	6.86	7.39	8.32	8.09	7.91	7.72	6.79	7.21	8.49	8.23	9.09	8.06	8.23	8.66	8.77	8.33
Standard deviation		3.24	3.27	3.22	3.09	3.39	3.35	3.35	2.74	2.97	2.98	2.95	3.45	3.38	2.15	2.42	1.33	2.42	2.60	2.33	2.11	2.37
Standard error		0.10	0.15	0.14	0.48	0.33	0.28	0.25	0.19	0.17	0.19	0.20	0.25	0.19	0.16	0.15	0.25	0.20	0.52	0.15	0.13	0.29

## Amber Valley Poll

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Absolutes/col percents

Table 2

**Q.2 If there was a general election tomorrow, which party would you vote for?****Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	451	549	43	106	140	176	213	319	259	215	185	306	184	260	29	141	25	246	257	68
Weighted base	1000	490	510	100	140	179	179	169	230	156	253	253	302	170	265	28	148	30	224	226	81
Conservative	170 17%	91 18%	79 16%	14 14%	21 15%	17 9%	34 19%	35 20%	48 21%	35 23%	54 21%	44 18%	34 11%	170 100%	-	-	-	-	112 50%	9 4%	4 5%
Labour	265 27%	127 26%	138 27%	48 48%	32 23%	46 26%	46 26%	36 21%	56 24%	30 19%	80 31%	55 22%	92 30%	-	265 100%	-	-	-	11 5%	150 66%	17 21%
Liberal Democrat	28 3%	14 3%	14 3%	2 2%	5 4%	6 3%	2 1%	7 4%	7 3%	9 6%	9 4%	3 1%	5 2%	-	-	28 100%	-	-	3 1%	3 1%	17 21%
The UK Independence Party (UKIP)	148 15%	89 18%	59 12%	5 5%	17 12%	28 16%	29 16%	35 20%	34 15%	17 11%	35 14%	47 19%	46 15%	-	-	-	148 100%	-	38 17%	20 9%	21 26%
The Green Party	13 1%	6 1%	7 1%	1 1%	3 2%	4 2%	3 1%	* *	2 1%	5 3%	2 1%	4 1%	3 1%	-	-	-	-	13 42%	3 1%	1 *	3 4%
The British National Party (BNP)	14 1%	6 1%	9 2%	3 3%	5 4%	3 2%	1 1%	1 1%	1 1%	1 *	2 1%	8 3%	4 1%	-	-	-	-	14 47%	1 *	4 2%	-
Some other party	3 *	1 *	2 *	-	-	-	3 1%	-	* *	* *	1 *	1 1%	-	-	-	-	-	3 10%	3 1%	-	-
Would not vote	122 12%	60 12%	62 12%	15 15%	25 18%	26 15%	25 14%	9 5%	22 10%	12 8%	20 8%	41 16%	44 15%	-	-	-	-	-	7 3%	2 1%	1 1%
Refused	71 7%	27 6%	44 9%	-	3 2%	12 7%	12 7%	15 9%	27 12%	15 10%	17 7%	11 4%	25 8%	-	-	-	-	-	11 5%	8 3%	1 1%
Don't know	165 17%	68 14%	98 19%	11 11%	27 19%	38 21%	25 14%	32 19%	32 14%	33 21%	34 13%	38 15%	50 17%	-	-	-	-	-	36 16%	30 13%	17 21%

## Amber Valley Poll

### CATI Fieldwork : 14th-20th April 2014

Absolutes/col percents

Table 3

**Q.2 If there was a general election tomorrow, which party would you vote for?**

**Base: All respondents expressing an intention to vote (Turnout Weighted)**

**This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote**

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Total	Gender		Age						SEG				Voting Intention				2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	442	218	225	14	38	49	83	106	152	119	104	80	128	133	182	22	91	14	149	162	36
Weighted base	421	224	198	32	51	62	83	83	110	69	120	100	122	117	172	22	91	20	133	139	45
Conservative	117	61	55	6	12	12	23	27	36	26	37	27	25	117	-	-	-	-	87	7	2
	28%	27%	28%	18%	24%	19%	28%	33%	33%	37%	31%	27%	20%	100%	-	-	-	-	65%	5%	4%
Labour	172	81	91	20	18	29	35	27	42	22	51	36	59	-	172	-	-	-	9	114	13
	41%	36%	46%	63%	36%	47%	42%	32%	38%	32%	42%	36%	48%	-	100%	-	-	-	7%	82%	30%
Liberal Democrat	22	12	10	2	4	4	1	6	5	6	7	3	4	-	-	22	-	-	2	2	14
	5%	5%	5%	5%	8%	6%	1%	7%	5%	9%	6%	3%	3%	-	-	100%	-	-	2%	1%	31%
The UK Independence Party (UKIP)	91	60	31	1	10	14	20	22	25	13	21	25	31	-	-	-	91	-	32	13	13
	22%	27%	16%	2%	19%	22%	25%	26%	22%	18%	17%	25%	25%	-	-	-	100%	-	24%	9%	30%
The Green Party	6	3	3	1	2	2	1	*	1	2	1	2	1	-	-	-	-	6	1	*	2
	2%	1%	2%	4%	3%	3%	1%	*	1%	3%	1%	2%	1%	-	-	-	-	32%	1%	*	5%
The British National Party (BNP)	11	5	6	2	5	2	1	1	1	1	2	6	3	-	-	-	-	11	*	3	-
	3%	2%	3%	7%	9%	3%	1%	1%	1%	1%	1%	6%	2%	-	-	-	-	56%	*	2%	-
Some other party	2	1	1	-	-	-	2	-	*	*	1	1	-	-	-	-	-	2	2	-	-
	1%	1%	1%	-	-	-	2%	-	*	*	1%	1%	-	-	-	-	-	12%	2%	-	-

**Amber Valley Poll**  
**CATI Fieldwork : 14th-20th April 2014**

Col percents

Table 4

**Voting Intention (Turnout Weighted)**

**This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections**

	<u>Total</u>
Conservative	29%
Labour	41%
Liberal Democrat	6%
UKIP	20%
Other	4%

## Amber Valley Poll

### CATI Fieldwork : 14th-20th April 2014

Absolutes/col percents

Table 5

**Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	451	549	43	106	140	176	213	319	259	215	185	306	184	260	29	141	25	246	257	68
Weighted base	1000	490	510	100	140	179	179	169	230	156	253	253	302	170	265	28	148	30	224	226	81
Conservative	179	93	86	20	16	15	37	41	49	39	55	43	41	142	6	2	11	-	126	7	5
	18%	19%	17%	20%	11%	8%	21%	24%	21%	25%	22%	17%	13%	83%	2%	7%	7%	-	56%	3%	6%
Labour	304	146	158	44	42	55	49	45	67	34	86	68	105	8	244	5	12	4	20	157	21
	30%	30%	31%	44%	30%	31%	27%	27%	29%	22%	34%	27%	35%	5%	92%	17%	8%	13%	9%	69%	26%
Liberal Democrat	35	19	16	2	3	9	5	5	10	11	11	1	9	2	1	20	4	2	2	4	19
	3%	4%	3%	2%	2%	5%	3%	3%	4%	7%	4%	*	3%	1%	*	72%	3%	7%	1%	2%	23%
The UK Independence Party (UKIP)	122	71	51	3	15	24	30	24	26	14	25	46	37	3	1	-	110	1	26	19	15
	12%	15%	10%	3%	11%	14%	17%	14%	11%	9%	10%	18%	12%	2%	1%	-	75%	5%	11%	9%	18%
The Green Party	9	4	5	-	4	3	1	*	1	3	2	4	1	-	-	-	-	8	3	-	3
	1%	1%	1%	-	3%	2%	*	*	*	2%	1%	1%	*	-	-	-	-	25%	1%	-	3%
The British National Party (BNP)	14	6	8	3	4	3	1	2	1	1	2	7	3	1	1	-	1	11	1	1	-
	1%	1%	2%	3%	3%	2%	1%	1%	1%	1%	1%	3%	1%	*	*	-	1%	37%	*	1%	-
Some other party	3	2	1	-	1	-	1	1	-	2	1	-	-	-	-	-	-	2	1	-	-
	*	*	*	-	1%	-	1%	*	-	1%	*	-	-	-	-	-	-	6%	1%	-	-
Would not vote	122	60	62	15	25	26	25	9	22	12	20	41	44	-	-	-	-	-	7	2	1
	12%	12%	12%	15%	18%	15%	14%	5%	10%	8%	8%	16%	15%	-	-	-	-	-	3%	1%	1%
Refused	57	24	33	-	2	14	9	14	18	11	15	9	17	1	1	-	-	-	5	5	2
	6%	5%	6%	-	1%	8%	5%	8%	8%	7%	6%	4%	6%	*	*	-	-	-	2%	2%	2%
Don't know	155	65	90	13	27	29	20	29	36	30	37	34	45	14	11	1	9	2	34	30	16
	15%	13%	18%	13%	19%	16%	11%	17%	16%	19%	15%	13%	15%	8%	4%	4%	6%	8%	15%	13%	19%

## Amber Valley Poll

### CATI Fieldwork : 14th-20th April 2014

Absolutes/col percents

Table 6

**Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?**

**Base: All respondents expressing an intention to vote (Turnout Weighted)**

**This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote**

**THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	462	224	238	14	39	53	87	108	160	125	107	83	136	125	177	21	84	14	154	166	38
Weighted base	439	227	212	32	51	68	87	85	116	74	122	104	130	109	166	20	85	20	138	141	45
Conservative	126	65	61	9	11	12	26	32	37	27	38	30	30	100	3	2	9	-	96	5	3
	29%	29%	29%	28%	22%	18%	29%	38%	32%	37%	31%	29%	23%	92%	2%	8%	10%	-	70%	3%	7%
Labour	195	91	104	18	21	33	37	33	51	24	58	41	67	4	161	4	6	3	16	119	16
	44%	40%	49%	58%	41%	48%	43%	39%	44%	33%	48%	39%	51%	4%	97%	17%	7%	17%	12%	85%	36%
Liberal Democrat	24	13	11	2	3	7	2	4	7	8	8	1	6	1	1	15	3	1	2	3	15
	6%	6%	5%	5%	5%	10%	2%	5%	6%	10%	6%	1%	5%	1%	1%	74%	3%	4%	1%	2%	33%
The UK Independence Party (UKIP)	74	48	26	*	10	13	19	14	19	11	15	25	24	3	*	-	67	1	22	12	9
	17%	21%	12%	1%	19%	19%	22%	16%	16%	14%	12%	24%	18%	2%	*	-	78%	7%	16%	9%	21%
The Green Party	6	2	3	-	2	2	1	*	1	2	1	2	1	-	-	-	-	4	1	-	1
	1%	1%	2%	-	5%	3%	1%	*	1%	2%	1%	2%	1%	-	-	-	-	21%	1%	-	3%
The British National Party (BNP)	11	5	6	2	3	2	1	1	1	1	2	6	2	1	1	-	1	9	*	1	-
	3%	2%	3%	7%	7%	3%	1%	1%	1%	2%	1%	6%	2%	1%	*	-	1%	44%	*	1%	-
Some other party	2	1	1	-	1	-	1	1	-	1	1	-	-	-	-	-	-	1	1	-	-
	1%	1%	*	-	2%	-	1%	1%	-	2%	1%	-	-	-	-	-	-	7%	1%	-	-

**Amber Valley Poll**  
**CATI Fieldwork : 14th-20th April 2014**

Col percents

Table 7

**Constituency Voting Intention (Turnout Weighted)**

**This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections**

	<u>Total</u>
Conservative	30%
Labour	44%
Liberal Democrat	6%
UKIP	16%
Other	4%

## Amber Valley Poll

### CATI Fieldwork : 14th-20th April 2014

Absolutes/col percents

Table 8

**Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	451	549	43	106	140	176	213	319	259	215	185	306	184	260	29	141	25	246	257	68
Weighted base	1000	490	510	100	140	179	179	169	230	156	253	253	302	170	265	28	148	30	224	226	81
I would not vote Liberal Democrat	567 57%	297 61%	270 53%	36 36%	74 53%	99 55%	116 65%	103 61%	137 60%	81 52%	132 52%	150 59%	190 63%	98 58%	171 64%	-	120 81%	22 71%	135 60%	148 66%	29 35%
I would not vote Conservative	487 49%	232 47%	255 50%	40 40%	71 51%	100 56%	95 53%	78 46%	103 45%	61 39%	109 43%	119 47%	182 60%	-	202 76%	19 67%	97 66%	23 77%	33 15%	167 74%	52 64%
I would not vote UKIP	466 47%	204 42%	262 51%	50 51%	61 44%	88 49%	86 48%	76 45%	103 45%	85 55%	124 49%	101 40%	141 47%	101 60%	175 66%	18 63%	-	20 66%	94 42%	122 54%	40 49%
I would not vote Labour	358 36%	192 39%	166 32%	17 18%	49 35%	61 34%	73 41%	63 37%	94 41%	58 37%	84 33%	105 41%	103 34%	107 63%	-	7 24%	102 69%	22 72%	141 63%	13 6%	24 29%
None of these - I would potentially vote for all of them	111 11%	61 12%	50 10%	13 13%	19 14%	30 17%	16 9%	13 8%	20 9%	14 9%	27 11%	40 16%	28 9%	12 7%	19 7%	1 3%	3 2%	-	22 10%	17 8%	7 8%
Don't know	43 4%	11 2%	32 6%	10 10%	6 4%	6 3%	6 3%	6 4%	10 4%	6 4%	10 4%	9 4%	11 4%	1 *	*	1 2%	3 2%	-	1 1%	3 1%	-



## Amber Valley Poll

### CATI Fieldwork : 14th-20th April 2014

Absolutes/col percents

Table 9

#### Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1000	451	549	43	106	140	176	213	319	259	215	185	306	184	260	29	141	25	246	257	68	
Weighted base	1000	490	510	100	140	179	179	169	230	156	253	253	302	170	265	28	148	30	224	226	81	
NET: Well	532	300	232	52	66	86	94	90	141	106	146	129	132	142	119	20	72	6	159	96	39	
	53%	61%	45%	52%	48%	48%	52%	53%	62%	68%	58%	51%	44%	84%	45%	70%	49%	20%	71%	43%	48%	
Very well	(4)	38	27	10	3	6	1	4	6	17	8	5	9	15	11	7	3	4	-	10	10	4
		4%	6%	2%	3%	4%	*	2%	4%	8%	5%	2%	4%	5%	6%	3%	12%	2%	-	5%	4%	5%
Quite well	(3)	495	273	222	49	61	85	89	84	124	98	141	120	118	132	112	16	69	6	149	86	35
		49%	56%	43%	50%	43%	47%	50%	50%	54%	63%	56%	47%	39%	77%	42%	57%	46%	20%	66%	38%	43%
Quite badly	(2)	318	129	189	36	54	60	58	53	55	40	78	87	102	21	110	6	56	15	44	92	36
		32%	26%	37%	36%	39%	33%	32%	31%	24%	26%	31%	34%	34%	12%	41%	22%	38%	51%	19%	41%	44%
Very badly	(1)	109	47	62	11	15	25	22	19	16	7	19	29	53	3	24	1	13	9	11	28	4
		11%	10%	12%	11%	11%	14%	12%	11%	7%	4%	8%	11%	17%	2%	9%	5%	9%	29%	5%	12%	5%
NET: Badly		427	176	251	47	70	85	80	72	72	47	98	116	155	24	134	8	70	24	55	120	40
		43%	36%	49%	48%	50%	47%	45%	43%	31%	30%	39%	46%	51%	14%	51%	27%	47%	80%	24%	53%	49%
Don't know		41	14	27	-	3	9	5	7	16	4	9	9	15	4	12	1	6	-	10	10	3
		4%	3%	5%	-	2%	5%	3%	4%	7%	2%	4%	4%	5%	2%	5%	3%	4%	-	4%	4%	3%
Mean		2.48	2.59	2.37	2.44	2.42	2.36	2.44	2.48	2.67	2.70	2.54	2.45	2.33	2.90	2.40	2.79	2.44	1.91	2.74	2.36	2.49
Standard deviation		0.75	0.74	0.73	0.73	0.75	0.73	0.74	0.75	0.73	0.64	0.67	0.75	0.83	0.50	0.70	0.74	0.70	0.71	0.63	0.76	0.68
Standard error		0.02	0.04	0.03	0.11	0.07	0.06	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.04	0.04	0.14	0.06	0.14	0.04	0.05	0.08

## Amber Valley Poll

### CATI Fieldwork : 14th-20th April 2014

Absolutes/col percents

Table 10

#### Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1000	451	549	43	106	140	176	213	319	259	215	185	306	184	260	29	141	25	246	257	68	
Weighted base	1000	490	510	100	140	179	179	169	230	156	253	253	302	170	265	28	148	30	224	226	81	
NET: Well	563	307	256	66	81	93	93	92	136	108	159	142	134	146	133	19	76	17	161	111	41	
	56%	63%	50%	67%	58%	52%	52%	54%	59%	70%	63%	56%	44%	86%	50%	66%	51%	54%	72%	49%	50%	
Very well	(4)	37	22	15	5	5	3	8	5	11	8	7	9	12	5	14	-	5	-	7	10	-
	4%	5%	3%	5%	4%	2%	4%	3%	5%	5%	3%	4%	4%	3%	5%	-	3%	-	3%	4%	-	
Quite well	(3)	526	285	242	61	75	91	85	87	125	100	152	133	122	141	119	19	71	17	154	101	41
	53%	58%	47%	61%	54%	50%	47%	52%	55%	64%	60%	53%	40%	83%	45%	66%	48%	54%	69%	45%	50%	
Quite badly	(2)	291	122	168	19	43	65	58	52	54	38	76	66	100	18	92	8	53	6	41	84	30
	29%	25%	33%	19%	31%	36%	32%	31%	23%	24%	30%	26%	33%	11%	35%	28%	36%	21%	18%	37%	37%	
Very badly	(1)	100	45	55	12	13	16	22	18	19	7	13	34	45	1	29	1	14	7	12	24	8
	10%	9%	11%	12%	9%	9%	12%	10%	8%	4%	5%	13%	15%	1%	11%	2%	9%	25%	5%	10%	9%	
NET: Badly	391	167	223	31	56	81	80	70	72	45	89	100	145	19	121	9	67	14	53	108	37	
	39%	34%	44%	31%	40%	45%	45%	41%	32%	29%	35%	39%	48%	11%	45%	31%	45%	46%	23%	48%	46%	
Don't know	46	16	30	3	3	5	7	8	21	3	5	11	24	5	12	1	5	-	11	8	3	
	5%	3%	6%	3%	2%	3%	4%	5%	9%	2%	2%	4%	8%	3%	4%	3%	3%	-	5%	3%	4%	
Mean	2.52	2.60	2.45	2.62	2.53	2.46	2.45	2.49	2.62	2.72	2.62	2.49	2.36	2.91	2.46	2.66	2.47	2.30	2.73	2.44	2.42	
Standard deviation	0.73	0.72	0.73	0.77	0.72	0.69	0.78	0.73	0.72	0.63	0.63	0.78	0.80	0.40	0.77	0.54	0.72	0.85	0.61	0.74	0.67	
Standard error	0.02	0.03	0.03	0.12	0.07	0.06	0.06	0.05	0.04	0.04	0.04	0.06	0.05	0.03	0.05	0.10	0.06	0.17	0.04	0.05	0.08	

## Amber Valley Poll

### CATI Fieldwork : 14th-20th April 2014

Absolutes/col percents

Table 11

**Q.7 Which of the following statements do you most agree with?****Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	451	549	43	106	140	176	213	319	259	215	185	306	184	260	29	141	25	246	257	68
Weighted base	1000	490	510	100	140	179	179	169	230	156	253	253	302	170	265	28	148	30	224	226	81
I am satisfied with the job David Cameron is doing overall as Prime Minister	284 28%	166 34%	118 23%	50 50%	32 23%	43 24%	50 28%	41 24%	65 28%	45 29%	64 25%	104 41%	66 22%	108 64%	44 17%	9 33%	28 19%	4 13%	105 47%	40 18%	13 16%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	270 27%	142 29%	128 25%	16 16%	55 39%	53 30%	39 22%	50 29%	58 25%	54 34%	79 31%	64 25%	62 21%	48 28%	39 15%	8 28%	63 43%	12 40%	87 39%	34 15%	29 36%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	303 30%	130 26%	173 34%	30 30%	44 31%	55 31%	65 36%	47 28%	63 27%	40 26%	76 30%	65 25%	111 37%	7 4%	159 60%	11 39%	39 27%	12 41%	17 8%	126 56%	32 39%
Refused	22 2%	7 1%	15 3%	- -	- -	3 2%	6 3%	7 4%	6 2%	3 2%	8 3%	4 1%	7 2%	- -	3 1%	- -	2 1%	- -	2 1%	* *	- -
Don't know	121 12%	45 9%	76 15%	4 4%	9 7%	26 15%	19 11%	24 14%	39 17%	15 10%	26 10%	18 7%	56 19%	7 4%	19 7%	- -	15 10%	2 6%	13 6%	24 11%	8 9%

## Amber Valley Poll

### CATI Fieldwork : 14th-20th April 2014

Absolutes/col percents

Table 12

**Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?**  
**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	451	549	43	106	140	176	213	319	259	215	185	306	184	260	29	141	25	246	257	68
Weighted base	1000	490	510	100	140	179	179	169	230	156	253	253	302	170	265	28	148	30	224	226	81
The Conservatives	216 22%	112 23%	104 20%	14 14%	27 20%	43 24%	38 21%	39 23%	54 23%	42 27%	52 21%	59 23%	58 19%	44 26%	55 21%	8 29%	30 20%	9 30%	61 27%	50 22%	25 31%
Labour	133 13%	76 15%	57 11%	13 13%	19 13%	28 16%	23 13%	21 12%	29 13%	20 13%	37 15%	33 13%	38 13%	18 11%	44 17%	- -	18 12%	5 16%	25 11%	46 21%	10 12%
The UK Independence Party (UKIP)	73 7%	45 9%	28 6%	9 9%	6 4%	19 11%	16 9%	8 5%	15 6%	12 8%	18 7%	18 7%	17 6%	8 5%	18 7%	3 9%	23 16%	2 6%	19 8%	13 6%	8 10%
The Liberal Democrat	32 3%	18 4%	14 3%	3 3%	5 3%	10 6%	9 5%	2 1%	3 1%	7 4%	9 4%	7 3%	6 2%	4 2%	10 4%	- -	1 *	2 7%	6 2%	12 5%	3 4%
None of them	654 65%	301 61%	352 69%	68 68%	96 69%	110 61%	118 66%	111 65%	148 64%	93 59%	167 66%	165 65%	207 69%	111 65%	162 61%	17 62%	96 65%	19 64%	138 61%	134 59%	50 62%
Don't know	24 2%	10 2%	14 3%	3 3%	3 2%	6 3%	3 2%	3 2%	7 3%	5 3%	5 2%	2 1%	9 3%	3 2%	8 3%	- -	* *	- -	2 1%	2 1%	- -

## Amber Valley Poll

### CATI Fieldwork : 14th-20th April 2014

Absolutes/col percents

Table 13

**Q.9 Which of the following would you most like to see as the outcome of the next general election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	451	549	43	106	140	176	213	319	259	215	185	306	184	260	29	141	25	246	257	68
Weighted base	1000	490	510	100	140	179	179	169	230	156	253	253	302	170	265	28	148	30	224	226	81
A Labour government	352 35%	179 36%	174 34%	49 49%	51 37%	64 36%	66 37%	49 29%	71 31%	39 25%	76 30%	94 37%	134 44%	3 2%	214 81%	3 12%	42 28%	5 16%	14 6%	164 72%	21 25%
A Conservative government	249 25%	137 28%	111 22%	22 22%	29 21%	26 15%	48 27%	54 32%	70 31%	48 31%	72 28%	70 28%	56 19%	133 78%	5 2%	2 6%	44 30%	7 22%	149 66%	11 5%	12 15%
A coalition between the Conservatives and the Liberal Democrats	96 10%	45 9%	51 10%	4 4%	14 10%	16 9%	17 10%	21 12%	24 10%	22 14%	34 13%	18 7%	21 7%	28 16%	4 1%	10 34%	16 11%	5 17%	30 13%	12 5%	15 19%
A coalition between Labour and the Liberal Democrats	91 9%	49 10%	42 8%	17 17%	11 8%	20 11%	11 6%	14 8%	18 8%	17 11%	33 13%	10 4%	23 8%	2 1%	32 12%	12 41%	10 6%	6 19%	6 3%	18 8%	22 27%
Don't know	212 21%	79 16%	132 26%	8 8%	34 24%	53 30%	36 20%	32 19%	46 20%	30 19%	39 16%	61 24%	68 23%	4 3%	10 4%	2 6%	36 24%	8 26%	26 11%	22 10%	11 14%

**Amber Valley Poll**  
**CATI Fieldwork : 14th-20th April 2014**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	451 45%	490 49%
Female	549 55%	510 51%

**Amber Valley Poll**  
**CATI Fieldwork : 14th-20th April 2014**

Absolutes/col percents

Table 15  
**Into which of the following age groups do you fall?**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	43 4%	100 10%
25-34	106 11%	140 14%
35-44	140 14%	179 18%
45-54	176 18%	179 18%
55-64	213 21%	169 17%
65 or older	319 32%	230 23%
Refused	3 *	3 *

**Amber Valley Poll**  
**CATI Fieldwork : 14th-20th April 2014**

Absolutes/col percents

Table 16

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	77 8%	47 5%
B	182 18%	109 11%
C1	215 22%	253 25%
C2	185 19%	253 25%
D	122 12%	144 14%
E	184 18%	158 16%
Refused	35 4%	35 3%



**Amber Valley Poll**  
**CATI Fieldwork : 14th-20th April 2014**

Absolutes/col percents

Table 17

**Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?**

**Could you tell me which party you voted for at the last general election back in May 2010?**

**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	246 25%	224 22%
Labour	257 26%	226 23%
Liberal Democrats	68 7%	81 8%
Another party	46 5%	54 5%
Did not vote	266 27%	311 31%
Refused	63 6%	53 5%
Don't know	54 5%	50 5%