

Cardiff North Poll

CATI Fieldwork : 31st March - 6th 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

	Gender			Age						SEG				Voting Intention				2010 Vote						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru	
Unweighted base	1000	447	553	57	116	128	175	214	310	453	196	90	200	232	269	43	55	53	18	264	251	102	27	
Weighted base	1000	480	520	139	158	168	178	149	208	310	338	141	150	215	286	48	60	54	16	225	227	109	21	
Certain to vote	(10)	511 51%	244 51%	268 51%	28 20%	51 32%	93 55%	95 53%	102 69%	142 68%	187 60%	155 46%	69 49%	72 48%	125 58%	157 55%	29 60%	32 54%	23 43%	5 31%	147 66%	157 69%	66 60%	14 67%
	(9)	51 5%	21 4%	31 6%	- -	6 4%	12 7%	12 7%	9 6%	12 6%	17 6%	21 6%	5 4%	6 4%	20 9%	18 6%	1 3%	3 4%	2 3%	1 6%	14 6%	14 6%	10 9%	* 2%
	(8)	115 12%	58 12%	57 11%	30 21%	23 14%	18 11%	16 9%	9 6%	20 10%	36 12%	51 15%	6 4%	18 12%	26 12%	38 13%	7 14%	11 18%	12 22%	3 19%	27 12%	25 11%	14 13%	1 3%
	(7)	47 5%	25 5%	22 4%	12 8%	10 6%	10 6%	7 4%	3 2%	6 3%	17 5%	13 4%	9 6%	4 3%	15 7%	16 6%	3 5%	3 4%	- -	1 5%	11 5%	6 3%	3 3%	- -
	(6)	50 5%	26 5%	24 5%	13 10%	13 8%	11 6%	7 4%	4 3%	2 1%	7 2%	22 6%	14 10%	2 2%	12 5%	15 5%	4 8%	4 6%	7 14%	1 4%	10 5%	1 1%	6 6%	2 9%
	(5)	68 7%	34 7%	34 7%	18 13%	18 11%	6 4%	11 6%	5 3%	11 5%	13 4%	23 7%	10 7%	12 8%	3 1%	23 8%	2 4%	5 9%	3 5%	2 10%	5 2%	9 4%	4 3%	3 15%
	(4)	31 3%	15 3%	16 3%	12 9%	10 6%	3 2%	2 1%	2 1%	1 1%	9 3%	10 3%	6 4%	5 3%	6 3%	10 3%	- -	1 1%	6 11%	- -	- -	5 2%	1 1%	- -
	(3)	23 2%	9 2%	14 3%	5 3%	6 4%	2 1%	5 3%	4 2%	3 1%	7 2%	7 2%	3 2%	5 3%	6 3%	6 2%	1 2%	2 3%	2 3%	2 13%	2 1%	2 1%	1 1%	1 4%
	(2)	14 1%	6 1%	8 1%	2 1%	4 3%	- -	5 3%	- -	2 1%	2 1%	6 2%	2 1%	2 1%	3 1%	3 1%	2 5%	- -	- -	2 14%	2 1%	- -	2 2%	- -
Definitely would not vote	(1)	86 9%	41 9%	45 9%	20 14%	18 12%	14 8%	19 11%	11 7%	5 2%	14 4%	29 9%	16 11%	20 14%	- -	- -	- -	- -	- -	6 2%	8 3%	2 2%	- -	- -
Don't know		4 *	2 *	2 *	- -	- -	- -	1 *	- -	3 1%	- -	- -	1 1%	2 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	
Mean		7.80	7.79	7.80	6.14	6.71	8.18	7.75	8.59	8.90	8.44	7.67	7.41	7.36	8.70	8.46	8.53	8.49	7.88	6.81	8.90	8.92	8.70	8.54
Standard deviation		2.96	2.93	2.99	2.96	3.12	2.74	3.16	2.70	2.15	2.52	2.94	3.18	3.33	2.00	2.11	2.24	2.02	2.30	3.10	2.02	2.16	2.16	2.30
Standard error		0.09	0.14	0.13	0.39	0.29	0.24	0.24	0.18	0.12	0.12	0.21	0.34	0.24	0.13	0.13	0.34	0.27	0.32	0.73	0.12	0.14	0.21	0.44

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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**

	Gender			Age						SEG				Voting Intention					2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru
Unweighted base	1000	447	553	57	116	128	175	214	310	453	196	90	200	232	269	43	55	53	18	264	251	102	27
Weighted base	1000	480	520	139	158	168	178	149	208	310	338	141	150	215	286	48	60	54	16	225	227	109	21
Conservative	215 22%	102 21%	114 22%	19 14%	22 14%	43 25%	34 19%	31 21%	67 32%	75 24%	74 22%	27 19%	34 23%	215 100%	-	-	-	-	-	147 65%	9 4%	11 10%	1 3%
Labour	286 29%	137 28%	150 29%	52 38%	44 28%	48 29%	53 30%	48 33%	40 19%	81 26%	113 33%	42 30%	34 22%	-	286 100%	-	-	-	-	11 5%	158 70%	25 23%	1 4%
Liberal Democrat	48 5%	20 4%	28 5%	9 6%	14 9%	7 4%	7 4%	6 4%	5 2%	17 6%	19 6%	5 4%	5 3%	-	-	48 100%	-	-	-	3 1%	-	26 24%	-
The UK Independence Party (UKIP)	60 6%	34 7%	26 5%	6 4%	7 4%	12 7%	13 7%	8 5%	15 7%	24 8%	19 6%	10 7%	7 4%	-	-	-	60 100%	-	-	10 5%	9 4%	3 3%	-
Plaid Cymru	54 5%	30 6%	24 5%	10 7%	17 11%	8 5%	5 3%	8 6%	6 3%	18 6%	15 5%	12 8%	7 4%	-	-	-	-	54 100%	-	4 2%	9 4%	6 6%	15 69%
The Green Party	12 1%	7 2%	5 1%	2 1%	2 2%	1 1%	2 1%	5 3%	* *	5 2%	1 *	1 1%	3 2%	-	-	-	-	-	12 79%	1 *	4 2%	4 4%	-
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	3 *	2 *	1 *	-	-	1 1%	2 1%	-	1 *	2 1%	-	-	2 1%	-	-	-	-	-	3 21%	1 *	-	2 2%	-
Would not vote	86 9%	41 9%	45 9%	20 14%	18 12%	14 8%	19 11%	11 7%	5 2%	14 4%	29 9%	16 11%	20 14%	-	-	-	-	-	-	6 2%	8 3%	2 2%	-
Refused	83 8%	41 8%	42 8%	7 5%	5 3%	16 9%	12 7%	13 8%	31 15%	26 8%	19 6%	11 8%	14 9%	-	-	-	-	-	-	5 2%	6 3%	4 4%	-
Don't know	153 15%	67 14%	86 17%	15 11%	29 19%	20 12%	31 18%	19 13%	39 19%	49 16%	48 14%	17 12%	26 17%	-	-	-	-	-	-	37 16%	25 11%	26 24%	5 24%

Cardiff North Poll

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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

	Gender			Age						SEG				Voting Intention					2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru
Unweighted base	489	223	266	18	44	68	83	123	154	242	99	44	87	178	198	32	36	37	9	167	170	57	19
Weighted base	461	224	237	44	61	86	81	84	107	161	164	59	62	154	194	33	41	32	8	140	154	60	13
Conservative	154 33%	75 33%	80 34%	7 16%	15 25%	31 36%	23 29%	25 30%	54 50%	58 36%	51 31%	15 26%	28 44%	154 100%	-	-	-	-	-	119 85%	7 4%	9 15%	* 4%
Labour	194 42%	93 42%	100 42%	22 50%	28 46%	33 39%	38 47%	39 47%	33 31%	60 37%	79 48%	24 41%	22 35%	-	194 100%	-	-	-	-	8 6%	130 85%	20 33%	1 6%
Liberal Democrat	33 7%	15 7%	18 8%	5 12%	8 13%	5 6%	6 8%	5 6%	4 4%	13 8%	12 7%	5 8%	2 4%	-	-	33 100%	-	-	-	2 1%	-	23 38%	-
The UK Independence Party (UKIP)	41 9%	22 10%	19 8%	4 9%	3 6%	10 12%	7 9%	5 6%	11 10%	14 9%	12 7%	9 16%	5 8%	-	-	-	41 100%	-	-	8 6%	7 5%	2 4%	-
Plaid Cymru	32 7%	16 7%	16 7%	4 10%	6 10%	5 6%	4 5%	7 8%	5 5%	12 8%	10 6%	5 8%	3 5%	-	-	-	-	32 100%	-	2 2%	7 4%	3 5%	12 90%
The Green Party	6 1%	4 2%	3 1%	1 2%	* *	1 1%	2 2%	2 3%	* *	4 2%	* *	1 2%	1 2%	-	-	-	-	-	6 83%	1 1%	3 2%	2 4%	-
Some other party	1 *	* *	1 *	- -	- -	1 1%	* *	- -	* *	* *	- -	- -	1 2%	-	-	-	-	-	1 17%	* *	- -	1 2%	-

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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	34%
Labour	41%
Liberal Democrat	8%
UKIP	8%
Plaid Cymru	7%
Other	1%

Cardiff North Poll

CATI Fieldwork : 31st March - 6th 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

	Gender			Age						SEG				Voting Intention						2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru
Unweighted base	1000	447	553	57	116	128	175	214	310	453	196	90	200	232	269	43	55	53	18	264	251	102	27
Weighted base	1000	480	520	139	158	168	178	149	208	310	338	141	150	215	286	48	60	54	16	225	227	109	21
Conservative	206 21%	101 21%	106 20%	15 11%	18 11%	35 21%	36 20%	29 19%	73 35%	78 25%	65 19%	26 18%	32 21%	177 82%	4 2%	1 2%	4 7%	* 1%	1 9%	147 66%	7 3%	8 8%	1 3%
Labour	288 29%	141 29%	147 28%	45 33%	45 28%	51 30%	53 30%	52 35%	42 20%	89 29%	109 32%	39 28%	32 21%	8 4%	247 86%	1 3%	3 6%	4 8%	3 18%	9 4%	163 72%	22 20%	3 14%
Liberal Democrat	66 7%	30 6%	36 7%	9 6%	18 12%	12 7%	8 5%	8 5%	12 6%	25 8%	25 7%	9 6%	8 5%	7 3%	6 2%	40 85%	1 2%	2 4%	- -	7 3%	6 3%	28 26%	- -
The UK Independence Party (UKIP)	60 6%	29 6%	31 6%	5 4%	6 4%	10 6%	11 6%	9 6%	19 9%	18 6%	20 6%	12 9%	10 6%	2 1%	5 2%	- -	46 77%	- -	2 14%	9 4%	12 5%	5 4%	- -
Plaid Cymru	59 6%	27 6%	32 6%	19 13%	15 9%	4 2%	5 3%	9 6%	7 4%	18 6%	17 5%	14 10%	8 5%	5 2%	6 2%	- -	- -	40 75%	- -	8 4%	7 3%	5 5%	12 58%
The Green Party	8 1%	2 *	6 1%	- -	1 1%	1 1%	3 1%	4 2%	- -	3 1%	3 1%	- -	2 1%	- -	- -	2 4%	- -	- -	6 40%	- -	1 *	4 3%	- -
The British National Party (BNP)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	9 1%	3 1%	6 1%	- -	3 2%	2 1%	1 1%	1 1%	1 *	3 1%	3 1%	- -	2 2%	1 1%	4 1%	- -	- -	1 2%	1 5%	2 1%	2 1%	1 1%	- -
Would not vote	86 9%	41 9%	45 9%	20 14%	18 12%	14 8%	19 11%	11 7%	5 2%	14 4%	29 9%	16 11%	20 14%	- -	- -	- -	- -	- -	- -	6 2%	8 3%	2 2%	- -
Refused	68 7%	36 8%	31 6%	6 4%	4 2%	14 8%	11 6%	10 7%	23 11%	17 6%	19 6%	9 6%	10 7%	1 *	- -	- -	- -	- -	- -	2 1%	4 2%	3 3%	- -
Don't know	150 15%	70 15%	80 15%	20 15%	31 19%	25 15%	31 17%	17 11%	26 12%	45 15%	47 14%	16 11%	25 17%	14 7%	13 5%	3 7%	5 8%	5 10%	2 14%	34 15%	17 7%	31 28%	5 25%

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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

	Gender		Age							SEG				Voting Intention						2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru
Unweighted base	519	230	288	19	43	68	87	129	174	260	101	46	94	168	193	29	34	32	8	178	180	56	18
Weighted base	479	227	252	46	60	84	81	87	120	172	165	62	65	145	188	30	38	29	7	145	161	57	13
Conservative	152 32%	73 32%	79 31%	8 18%	13 21%	26 30%	23 28%	24 27%	59 49%	62 36%	46 28%	16 25%	25 39%	131 90%	2 1%	1 2%	3 7%	* 2%	* 5%	119 82%	6 4%	7 13%	* 4%
Labour	196 41%	95 42%	101 40%	22 47%	24 41%	36 43%	39 48%	42 48%	33 28%	66 38%	75 46%	23 37%	22 34%	4 3%	173 92%	1 4%	3 7%	3 9%	2 25%	8 5%	132 82%	17 30%	2 17%
Liberal Democrat	42 9%	21 9%	21 8%	5 11%	10 17%	8 9%	6 8%	5 6%	8 7%	18 11%	13 8%	6 10%	5 7%	4 3%	4 2%	27 88%	1 3%	* 2%	- -	4 3%	5 3%	22 39%	- -
The UK Independence Party (UKIP)	41 8%	20 9%	21 8%	1 3%	3 6%	8 10%	6 8%	7 7%	14 12%	10 6%	13 8%	11 18%	7 11%	1 *	2 1%	- -	32 83%	- -	2 28%	8 5%	10 6%	4 6%	- -
Plaid Cymru	37 8%	15 7%	21 8%	10 21%	7 11%	3 3%	4 5%	8 9%	5 4%	13 7%	13 8%	7 11%	3 5%	4 2%	3 2%	- -	- -	24 85%	- -	6 4%	5 3%	4 6%	10 79%
The Green Party	5 1%	1 *	4 1%	- -	* *	1 1%	2 3%	2 2%	- -	2 1%	2 1%	- -	* *	- -	- -	2 6%	- -	- -	3 41%	- -	1 *	3 5%	- -
Some other party	7 1%	1 1%	5 2%	- -	3 4%	2 2%	1 1%	1 1%	* *	2 1%	3 2%	- -	2 3%	1 1%	4 2%	- -	- -	1 3%	* *	2 1%	2 1%	* *	- -

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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	33%
Labour	40%
Liberal Democrat	10%
UKIP	8%
Plaid Cymru	7%
Other	2%

Cardiff North Poll

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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

	Gender			Age						SEG				Voting Intention						2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru
Unweighted base	1000	447	553	57	116	128	175	214	310	453	196	90	200	232	269	43	55	53	18	264	251	102	27
Weighted base	1000	480	520	139	158	168	178	149	208	310	338	141	150	215	286	48	60	54	16	225	227	109	21
I would not vote UKIP	615 61%	297 62%	318 61%	66 47%	100 63%	112 66%	114 64%	107 72%	117 56%	204 66%	225 66%	81 57%	76 50%	145 67%	224 78%	33 69%	-	42 78%	12 78%	141 63%	177 78%	84 76%	15 72%
I would not vote Plaid Cymru	508 51%	258 54%	250 48%	38 27%	60 38%	86 51%	103 58%	86 58%	136 65%	174 56%	181 54%	68 48%	68 45%	155 72%	144 50%	18 38%	51 85%	-	6 41%	163 73%	120 53%	53 48%	-
I would not vote Liberal Democrat	491 49%	245 51%	246 47%	51 37%	58 37%	86 51%	101 57%	82 55%	112 54%	145 47%	165 49%	88 63%	78 52%	129 60%	158 55%	-	46 77%	25 46%	11 73%	128 57%	140 62%	29 27%	8 40%
I would not vote Conservative	440 44%	219 46%	221 42%	62 44%	74 47%	83 49%	79 45%	73 49%	69 33%	126 41%	169 50%	64 45%	64 43%	-	213 74%	23 48%	45 75%	37 69%	11 71%	20 9%	168 74%	50 46%	11 52%
I would not vote Labour	333 33%	180 38%	152 29%	35 25%	39 24%	51 30%	63 35%	49 33%	96 46%	111 36%	103 30%	50 35%	59 39%	144 67%	-	17 36%	43 72%	24 44%	8 49%	147 66%	15 7%	34 31%	8 36%
None of these - I would potentially vote for all of them	108 11%	53 11%	55 11%	31 22%	23 14%	17 10%	12 7%	6 4%	19 9%	24 8%	31 9%	20 14%	14 9%	13 6%	22 8%	5 10%	*	5 9%	-	9 4%	9 4%	10 9%	3 15%
Don't know	31 3%	10 2%	21 4%	6 4%	9 5%	3 2%	3 1%	2 1%	9 4%	3 1%	12 3%	3 2%	9 6%	1 *	4 1%	-	-	-	-	1 1%	4 2%	-	-

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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

	Gender			Age						SEG				Voting Intention						2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru
Unweighted base	1000	447	553	57	116	128	175	214	310	453	196	90	200	232	269	43	55	53	18	264	251	102	27
Weighted base	1000	480	520	139	158	168	178	149	208	310	338	141	150	215	286	48	60	54	16	225	227	109	21
NET: Well	603 60%	329 69%	275 53%	84 61%	91 58%	86 51%	111 62%	84 57%	147 71%	197 64%	186 55%	94 67%	91 60%	181 84%	143 50%	37 78%	33 54%	39 72%	7 42%	178 79%	107 47%	75 69%	15 72%
Very well	(4) 33 3%	21 4%	12 2%	6 4%	7 4%	4 2%	3 2%	5 3%	9 4%	12 4%	3 1%	5 4%	7 5%	12 6%	7 2%	- -	* 1%	5 8%	- -	12 5%	8 4%	1 *	1 4%
Quite well	(3) 570 57%	308 64%	262 50%	78 57%	85 54%	82 49%	108 61%	79 53%	138 66%	186 60%	182 54%	89 63%	84 56%	169 78%	136 48%	37 78%	32 54%	34 64%	7 42%	166 74%	98 43%	75 68%	14 67%
Quite badly	(2) 297 30%	115 24%	182 35%	35 25%	52 33%	68 40%	51 29%	53 35%	38 18%	91 29%	120 35%	35 25%	37 25%	32 15%	120 42%	8 17%	19 31%	12 23%	8 49%	38 17%	98 43%	32 29%	6 28%
Very badly	(1) 60 6%	24 5%	36 7%	12 9%	10 7%	11 7%	11 6%	8 5%	8 4%	15 5%	21 6%	6 4%	14 9%	1 *	13 5%	2 4%	5 8%	3 5%	1 9%	4 2%	17 8%	1 1%	- -
NET: Badly	357 36%	139 29%	218 42%	47 34%	62 39%	79 47%	62 35%	60 41%	46 22%	106 34%	140 42%	41 29%	51 34%	33 15%	134 47%	10 22%	23 39%	15 28%	9 58%	42 19%	116 51%	33 31%	6 28%
Don't know	40 4%	12 3%	27 5%	8 6%	5 3%	3 2%	5 3%	4 3%	15 7%	7 2%	12 4%	5 4%	9 6%	1 1%	9 3%	* 1%	4 7%	- -	- -	4 2%	5 2%	1 1%	- -
Mean	2.60	2.70	2.51	2.59	2.57	2.48	2.60	2.57	2.76	2.64	2.52	2.69	2.59	2.90	2.49	2.74	2.51	2.75	2.33	2.85	2.44	2.68	2.76
Standard deviation	0.66	0.64	0.67	0.72	0.68	0.66	0.64	0.65	0.60	0.64	0.63	0.62	0.73	0.46	0.63	0.54	0.67	0.68	0.65	0.52	0.69	0.50	0.53
Standard error	0.02	0.03	0.03	0.10	0.06	0.06	0.05	0.05	0.04	0.03	0.05	0.07	0.05	0.03	0.04	0.08	0.09	0.09	0.15	0.03	0.04	0.05	0.10

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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

	Gender			Age						SEG				Voting Intention						2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru
Unweighted base	1000	447	553	57	116	128	175	214	310	453	196	90	200	232	269	43	55	53	18	264	251	102	27
Weighted base	1000	480	520	139	158	168	178	149	208	310	338	141	150	215	286	48	60	54	16	225	227	109	21
NET: Well	643 64%	343 71%	301 58%	96 69%	105 66%	105 63%	106 60%	91 61%	140 67%	207 67%	217 64%	98 70%	87 58%	192 89%	164 57%	32 68%	36 61%	41 76%	7 45%	187 83%	125 55%	70 64%	18 84%
Very well	(4) 35 4%	25 5%	10 2%	6 4%	6 4%	4 2%	5 3%	5 3%	10 5%	15 5%	7 2%	- -	9 6%	13 6%	7 2%	3 6%	* 1%	* 1%	1 6%	13 6%	5 2%	1 1%	* 2%
Quite well	(3) 608 61%	317 66%	291 56%	90 65%	99 62%	102 60%	101 57%	86 58%	130 63%	193 62%	210 62%	98 70%	78 52%	179 83%	157 55%	29 61%	36 60%	40 75%	6 39%	174 77%	120 53%	69 63%	17 82%
Quite badly	(2) 262 26%	98 20%	164 32%	35 25%	41 26%	50 30%	52 29%	44 29%	40 19%	88 28%	89 26%	33 23%	36 24%	17 8%	99 35%	13 27%	18 30%	11 21%	6 40%	32 14%	79 35%	35 32%	3 16%
Very badly	(1) 64 6%	30 6%	34 7%	4 3%	11 7%	12 7%	17 10%	11 7%	9 4%	8 3%	25 7%	9 7%	16 11%	2 1%	19 7%	2 4%	4 7%	1 2%	2 16%	3 1%	17 8%	3 2%	- -
NET: Badly	326 33%	128 27%	198 38%	39 28%	52 33%	62 37%	69 39%	54 37%	49 24%	96 31%	114 34%	43 30%	52 35%	20 9%	119 41%	15 31%	23 38%	12 23%	9 55%	35 15%	96 43%	37 34%	3 16%
Don't know	31 3%	10 2%	21 4%	4 3%	2 1%	1 *	3 1%	3 2%	18 9%	6 2%	7 2%	- -	11 8%	3 1%	4 1%	1 1%	1 2%	1 2%	- -	3 1%	6 2%	2 1%	- -
Mean	2.63	2.72	2.55	2.72	2.64	2.58	2.54	2.59	2.74	2.70	2.60	2.63	2.57	2.96	2.53	2.70	2.55	2.76	2.35	2.89	2.51	2.64	2.86
Standard deviation	0.66	0.66	0.65	0.59	0.67	0.66	0.71	0.68	0.63	0.60	0.66	0.61	0.78	0.43	0.66	0.66	0.65	0.49	0.83	0.50	0.67	0.55	0.40
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.05	0.05	0.04	0.03	0.05	0.06	0.06	0.03	0.04	0.10	0.09	0.07	0.20	0.03	0.04	0.06	0.08

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Absolutes/col percents

Table 11

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

	Gender		Age						SEG				Voting Intention					2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru
Unweighted base	1000	447	553	57	116	128	175	214	310	453	196	90	200	232	269	43	55	53	18	264	251	102	27
Weighted base	1000	480	520	139	158	168	178	149	208	310	338	141	150	215	286	48	60	54	16	225	227	109	21
I am satisfied with the job David Cameron is doing overall as Prime Minister	270 27%	135 28%	136 26%	26 19%	45 28%	40 24%	49 28%	39 26%	71 34%	95 31%	72 21%	49 35%	39 26%	127 59%	29 10%	17 35%	15 25%	10 18%	1 9%	113 50%	19 8%	29 27%	4 17%
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	280 28%	135 28%	144 28%	41 29%	52 33%	42 25%	54 31%	30 20%	60 29%	102 33%	90 27%	39 27%	40 27%	81 38%	39 14%	22 47%	23 39%	19 34%	7 45%	95 42%	34 15%	32 30%	9 43%
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.	324 32%	154 32%	171 33%	51 37%	47 29%	63 37%	59 33%	62 42%	44 21%	83 27%	131 39%	47 33%	49 33%	6 3%	207 72%	7 15%	15 25%	16 30%	5 33%	8 4%	159 70%	41 37%	6 29%
Refused	28 3%	14 3%	14 3%	2 2%	3 2%	3 2%	3 2%	4 3%	11 5%	5 2%	4 1%	-	10 6%	-	*	-	-	*	-	-	-	2 1%	*
Don't know	98 10%	43 9%	55 11%	19 13%	12 8%	21 12%	12 6%	13 9%	22 10%	23 8%	42 12%	7 5%	13 8%	2 1%	11 4%	1 3%	6 10%	9 17%	2 13%	9 4%	15 7%	5 5%	2 9%

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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

	Gender		Age						SEG				Voting Intention						2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru
Unweighted base	1000	447	553	57	116	128	175	214	310	453	196	90	200	232	269	43	55	53	18	264	251	102	27
Weighted base	1000	480	520	139	158	168	178	149	208	310	338	141	150	215	286	48	60	54	16	225	227	109	21
The Conservatives	264 26%	145 30%	120 23%	20 14%	32 20%	47 28%	45 25%	52 35%	69 33%	93 30%	93 28%	34 24%	35 23%	87 41%	64 22%	13 26%	27 45%	11 20%	9 54%	94 42%	54 24%	40 37%	6 27%
Labour	182 18%	88 18%	94 18%	19 13%	23 14%	37 22%	34 19%	32 22%	37 18%	59 19%	60 18%	29 21%	25 17%	38 18%	75 26%	5 10%	5 8%	9 18%	5 33%	36 16%	67 30%	18 16%	3 15%
The Liberal Democrat	83 8%	41 9%	42 8%	5 4%	15 9%	21 12%	14 8%	11 7%	18 8%	22 7%	34 10%	14 10%	9 6%	14 7%	28 10%	10 20%	4 6%	8 15%	- -	14 6%	26 11%	15 14%	4 20%
Plaid Cymru	50 5%	32 7%	18 3%	16 11%	10 6%	8 5%	5 3%	5 3%	7 3%	14 5%	27 8%	6 4%	2 1%	11 5%	17 6%	- -	2 3%	5 10%	2 10%	8 4%	18 8%	3 3%	1 6%
The UK Independence Party (UKIP)	28 3%	16 3%	12 2%	3 2%	5 3%	5 3%	2 1%	4 3%	8 4%	11 4%	11 3%	3 2%	3 2%	2 1%	12 4%	- -	6 10%	- -	1 7%	7 3%	12 5%	1 1%	- -
None of them	529 53%	231 48%	298 57%	94 68%	95 60%	81 48%	93 52%	69 46%	96 46%	158 51%	165 49%	79 56%	89 59%	100 46%	142 50%	20 42%	22 37%	31 57%	6 37%	104 46%	98 43%	46 42%	12 59%
Don't know	28 3%	14 3%	14 3%	4 3%	7 4%	2 1%	10 6%	3 2%	3 2%	8 3%	10 3%	3 2%	2 1%	1 *	6 2%	4 9%	3 5%	- -	- -	4 2%	3 1%	5 4%	- -

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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

	Gender			Age						SEG				Voting Intention					2010 Vote				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Plaid Cymru	Other	Con	Lab	LibDem	Plaid Cymru
Unweighted base	1000	447	553	57	116	128	175	214	310	453	196	90	200	232	269	43	55	53	18	264	251	102	27
Weighted base	1000	480	520	139	158	168	178	149	208	310	338	141	150	215	286	48	60	54	16	225	227	109	21
A Labour government	340 34%	173 36%	167 32%	53 38%	65 41%	54 32%	59 33%	59 40%	50 24%	89 29%	132 39%	46 33%	52 34%	2 1%	220 77%	6 12%	15 26%	30 55%	2 16%	13 6%	166 73%	36 32%	5 24%
A Conservative government	245 25%	132 28%	113 22%	21 15%	28 18%	38 23%	41 23%	33 22%	85 41%	85 27%	73 22%	38 27%	46 31%	154 71%	11 4%	3 6%	17 28%	7 13%	2 10%	148 66%	9 4%	18 17%	3 15%
A coalition between the Conservatives and the Liberal Democrats	146 15%	55 11%	91 18%	28 20%	22 14%	26 16%	22 12%	19 13%	28 14%	48 15%	55 16%	18 13%	18 12%	55 25%	13 5%	17 35%	6 10%	8 16%	2 12%	37 17%	10 4%	23 21%	4 19%
A coalition between Labour and the Liberal Democrats	114 11%	47 10%	67 13%	12 9%	28 18%	22 13%	23 13%	16 10%	14 7%	45 15%	43 13%	11 8%	8 5%	1 *	39 14%	21 44%	6 9%	6 12%	5 31%	6 3%	32 14%	24 21%	5 22%
Don't know	155 15%	74 15%	81 16%	24 18%	15 10%	28 16%	34 19%	22 15%	32 15%	44 14%	36 11%	28 20%	27 18%	4 2%	3 1%	1 3%	16 26%	2 3%	5 31%	20 9%	11 5%	9 8%	4 20%

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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	447 45%	480 48%
Female	553 55%	520 52%

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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	57 6%	139 14%
25-34	116 12%	158 16%
35-44	128 13%	168 17%
45-54	175 18%	178 18%
55-64	214 21%	149 15%
65 or older	310 31%	208 21%

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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	157 16%	105 10%
B	296 30%	205 21%
C1	196 20%	338 34%
C2	90 9%	141 14%
D	74 7%	68 7%
E	126 13%	83 8%
Refused	61 6%	61 6%

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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	264 26%	225 22%
Labour	251 25%	227 23%
Liberal Democrats	102 10%	109 11%
Plaid Cymru	27 3%	21 2%
Another party	16 2%	21 2%
Did not vote	192 19%	266 27%
Refused	85 9%	68 7%
Don't know	63 6%	63 6%