

Derby North Poll

CATI Fieldwork : 28th April-4th May 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	455	545	83	139	161	178	156	282	317	195	137	288	162	274	51	125	30	197	257	123	
Weighted base	1000	500	500	170	180	170	160	130	190	204	288	186	260	146	259	54	127	37	168	187	142	
Certain to vote	(10)	426	205	220	42	56	67	73	68	118	106	116	71	108	83	131	20	71	20	117	118	73
		43%	41%	44%	25%	31%	40%	46%	52%	62%	52%	40%	39%	41%	57%	50%	37%	56%	53%	70%	63%	51%
	(9)	52	27	25	3	8	16	8	7	10	17	22	4	7	8	19	1	7	-	8	13	16
		5%	5%	5%	2%	4%	10%	5%	5%	5%	9%	8%	2%	3%	5%	7%	3%	5%	-	5%	7%	12%
	(8)	106	52	55	21	24	19	16	11	15	17	25	25	31	22	32	9	15	4	20	18	16
		11%	10%	11%	13%	13%	11%	10%	9%	8%	8%	9%	13%	12%	15%	12%	17%	12%	11%	12%	10%	12%
	(7)	53	30	23	17	12	7	7	5	5	12	13	12	10	11	16	6	8	1	7	7	7
		5%	6%	5%	10%	7%	4%	4%	4%	3%	6%	5%	7%	4%	7%	6%	12%	6%	3%	4%	4%	5%
	(6)	32	15	17	6	9	4	7	2	3	2	16	4	8	7	9	2	4	3	3	3	5
		3%	3%	3%	3%	5%	3%	4%	1%	2%	1%	5%	2%	3%	5%	3%	5%	3%	7%	2%	2%	4%
	(5)	98	46	52	17	22	16	15	15	13	20	28	19	26	10	30	8	13	1	6	19	10
		10%	9%	10%	10%	12%	9%	9%	11%	7%	10%	10%	10%	10%	7%	11%	14%	10%	1%	3%	10%	7%
	(4)	17	8	10	4	6	-	3	4	1	5	5	1	6	3	5	4	2	1	-	3	3
		2%	2%	2%	2%	3%	-	2%	3%	1%	3%	2%	1%	2%	2%	2%	8%	1%	2%	-	2%	2%
	(3)	35	13	22	12	8	7	3	*	4	6	6	12	7	2	12	3	5	4	2	1	2
		3%	3%	4%	7%	5%	4%	2%	*	2%	3%	2%	6%	3%	2%	5%	5%	4%	11%	1%	1%	1%
	(2)	22	20	2	6	6	5	3	1	2	7	3	6	6	1	6	-	3	4	1	1	4
		2%	4%	*	3%	3%	3%	2%	*	1%	3%	1%	3%	2%	*	2%	-	2%	11%	*	*	3%
Definitely would not vote	(1)	155	84	71	43	28	25	25	17	17	12	52	32	49	-	-	-	-	5	3	6	
		15%	17%	14%	25%	16%	15%	15%	13%	9%	6%	18%	17%	19%	-	-	-	-	3%	2%	4%	
Don't know		4	-	4	-	1	2	-	-	1	-	2	-	2	-	-	-	-	-	-	-	
		*	-	1%	-	1%	1%	-	-	*	-	1%	-	1%	-	-	-	-	-	-	-	
Mean		7.03	6.87	7.19	5.64	6.48	7.09	7.18	7.59	8.20	7.89	6.92	6.64	6.75	8.65	8.16	7.57	8.38	7.54	9.00	8.72	8.21
Standard deviation		3.39	3.47	3.30	3.50	3.31	3.37	3.38	3.23	2.96	2.88	3.45	3.48	3.54	1.91	2.36	2.35	2.29	3.13	2.00	2.13	2.57
Standard error		0.11	0.16	0.14	0.38	0.28	0.27	0.25	0.26	0.18	0.16	0.25	0.30	0.21	0.15	0.14	0.33	0.20	0.57	0.14	0.13	0.23

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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	455	545	83	139	161	178	156	282	317	195	137	288	162	274	51	125	30	197	257	123
Weighted base	1000	500	500	170	180	170	160	130	190	204	288	186	260	146	259	54	127	37	168	187	142
Conservative	146 15%	69 14%	77 15%	20 12%	20 11%	31 18%	23 14%	18 14%	34 18%	50 25%	38 13%	20 11%	29 11%	146 100%	-	-	-	-	92 55%	9 5%	10 7%
Labour	259 26%	138 28%	121 24%	43 25%	45 25%	53 31%	42 26%	33 26%	43 22%	51 25%	80 28%	35 19%	78 30%	-	259 100%	-	-	-	11 6%	119 63%	44 31%
Liberal Democrat	54 5%	30 6%	24 5%	14 8%	14 8%	4 3%	10 6%	5 4%	7 4%	22 11%	16 6%	5 3%	10 4%	-	-	54 100%	-	-	3 2%	3 1%	23 16%
The UK Independence Party (UKIP)	127 13%	72 14%	55 11%	12 7%	25 14%	16 9%	18 11%	23 17%	34 18%	15 7%	37 13%	30 16%	37 14%	-	-	-	127 100%	-	30 18%	18 9%	9 7%
The Green Party	20 2%	14 3%	5 1%	2 1%	4 2%	5 3%	2 1%	3 2%	4 2%	4 2%	1 *	9 5%	5 2%	-	-	-	-	20 53%	3 2%	2 1%	12 9%
The British National Party (BNP)	9 1%	7 1%	2 *	3 2%	4 2%	1 *	1 1%	-	1 *	1 *	-	7 4%	2 1%	-	-	-	-	9 24%	-	1 1%	-
Some other party	9 1%	7 1%	2 *	4 2%	2 1%	-	2 1%	*	1 *	2 1%	-	2 1%	5 2%	-	-	-	-	9 23%	-	* *	4 3%
Would not vote	155 15%	84 17%	71 14%	43 25%	28 16%	25 15%	25 15%	17 13%	17 9%	12 6%	52 18%	32 17%	49 19%	-	-	-	-	-	5 3%	3 2%	6 4%
Refused	59 6%	22 4%	37 7%	-	6 3%	5 3%	13 8%	10 8%	25 13%	9 5%	14 5%	11 6%	11 4%	-	-	-	-	-	7 4%	4 2%	1 1%
Don't know	162 16%	57 11%	106 21%	30 17%	32 18%	30 17%	25 16%	19 15%	25 13%	38 18%	48 17%	34 19%	33 13%	-	-	-	-	-	17 10%	29 16%	32 22%

Derby 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

	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	214	227	25	50	74	79	76	139	166	82	52	123	117	190	31	87	17	124	160	67
Weighted base	405	216	189	48	63	73	67	61	93	102	112	68	104	103	166	30	85	22	109	112	74
Conservative	103	47	56	11	12	24	16	14	25	36	27	15	20	103	-	-	-	-	72	6	8
	25%	22%	29%	23%	20%	33%	25%	24%	27%	35%	24%	22%	19%	100%	-	-	-	-	66%	5%	11%
Labour	166	88	78	19	25	35	29	24	33	36	50	21	49	-	166	-	-	-	6	88	32
	41%	41%	41%	40%	40%	48%	43%	40%	36%	36%	45%	31%	47%	-	100%	-	-	-	6%	79%	43%
Liberal Democrat	30	17	13	5	7	3	6	3	5	15	8	2	4	-	-	30	-	-	3	1	17
	7%	8%	7%	11%	11%	5%	9%	6%	5%	15%	7%	3%	3%	-	-	100%	-	-	3%	1%	23%
The UK Independence Party (UKIP)	85	47	38	6	16	8	12	16	27	11	26	19	25	-	-	-	85	-	26	14	8
	21%	22%	20%	13%	25%	11%	18%	26%	29%	11%	23%	28%	24%	-	-	-	100%	-	24%	13%	10%
The Green Party	12	10	2	*	3	2	1	3	3	1	1	6	4	-	-	-	-	12	2	2	8
	3%	5%	1%	*	5%	3%	2%	4%	3%	1%	1%	9%	3%	-	-	-	-	56%	2%	1%	10%
The British National Party (BNP)	4	3	1	3	*	*	1	-	*	*	-	3	1	-	-	-	-	4	-	*	-
	1%	1%	1%	6%	*	*	1%	-	*	*	-	4%	1%	-	-	-	-	19%	-	*	-
Some other party	5	4	1	3	*	-	1	*	*	2	-	1	2	-	-	-	-	5	-	*	1
	1%	2%	1%	7%	*	-	2%	1%	*	2%	-	2%	2%	-	-	-	-	25%	-	*	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	26%
Labour	41%
Liberal Democrat	8%
UKIP	20%
Other	5%

Derby North Poll

CATI Fieldwork : 28th April-4th May 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	455	545	83	139	161	178	156	282	317	195	137	288	162	274	51	125	30	197	257	123
Weighted base	1000	500	500	170	180	170	160	130	190	204	288	186	260	146	259	54	127	37	168	187	142
Conservative	134 13%	64 13%	69 14%	16 9%	20 11%	24 14%	25 16%	17 13%	32 17%	46 23%	33 11%	19 10%	27 11%	111 76%	5 2%	2 3%	6 4%	- -	85 51%	6 3%	11 8%
Labour	300 30%	157 31%	143 29%	61 36%	52 29%	60 36%	46 29%	36 27%	46 24%	58 28%	97 34%	42 23%	88 34%	14 10%	236 91%	10 18%	4 3%	5 15%	16 10%	130 70%	46 33%
Liberal Democrat	76 8%	36 7%	41 8%	15 9%	13 7%	6 4%	14 9%	10 7%	18 10%	24 12%	26 9%	13 7%	12 5%	7 5%	7 3%	37 68%	7 6%	1 4%	9 5%	5 2%	36 26%
The UK Independence Party (UKIP)	109 11%	60 12%	49 10%	4 3%	22 12%	15 9%	19 12%	21 16%	28 15%	14 7%	29 10%	27 15%	30 11%	3 2%	1 1%	1 1%	95 75%	3 8%	30 18%	13 7%	9 6%
The Green Party	16 2%	9 2%	7 1%	2 1%	2 1%	3 2%	3 2%	3 2%	4 2%	4 2%	- -	4 2%	7 3%	- -	- -	1 3%	1 1%	10 28%	3 2%	3 1%	8 6%
The British National Party (BNP)	12 1%	11 2%	1 *	3 2%	7 4%	1 *	- -	- -	1 1%	1 1%	- -	9 5%	2 1%	- -	- -	- -	4 3%	8 21%	* *	1 1%	- -
Some other party	5 *	3 1%	2 *	- -	2 1%	1 1%	- -	- -	2 1%	* *	- -	- -	4 2%	- -	- -	- -	1 *	3 8%	- -	1 *	3 2%
Would not vote	155 15%	84 17%	71 14%	43 25%	28 16%	25 15%	25 15%	17 13%	17 9%	12 6%	52 18%	32 17%	49 19%	- -	- -	- -	- -	- -	5 3%	3 2%	6 4%
Refused	38 4%	18 4%	20 4%	- -	3 2%	3 2%	11 7%	7 5%	15 8%	5 3%	8 3%	9 5%	7 3%	- -	- -	- -	1 1%	- -	2 1%	2 1%	1 1%
Don't know	155 16%	58 12%	97 19%	27 16%	31 17%	32 19%	17 10%	20 15%	28 15%	40 19%	42 15%	30 16%	33 13%	11 7%	9 4%	4 7%	10 8%	6 16%	17 10%	24 13%	23 16%

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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

	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	467	218	248	26	53	73	87	76	152	174	85	56	130	111	182	30	82	15	133	166	73
Weighted base	426	218	209	53	66	73	74	61	100	104	119	71	111	97	160	28	79	19	114	118	81
Conservative	97	43	54	10	11	19	18	14	24	35	24	14	19	81	4	1	5	-	67	5	9
	23%	20%	26%	19%	17%	26%	25%	23%	24%	34%	21%	19%	17%	83%	2%	3%	6%	-	59%	4%	11%
Labour	189	100	89	30	29	40	32	25	34	38	59	25	57	9	150	3	2	5	11	97	33
	44%	46%	43%	57%	45%	54%	44%	40%	34%	36%	50%	35%	51%	9%	93%	11%	3%	26%	9%	82%	41%
Liberal Democrat	50	23	27	8	9	4	9	6	14	18	16	8	7	5	6	22	4	1	7	3	28
	12%	11%	13%	15%	13%	6%	12%	9%	14%	17%	14%	12%	7%	6%	4%	80%	5%	7%	6%	3%	35%
The UK Independence Party (UKIP)	74	40	34	2	12	7	13	15	24	10	19	16	22	2	1	1	64	3	26	10	7
	17%	18%	16%	4%	18%	10%	18%	25%	24%	10%	16%	23%	20%	2%	1%	2%	81%	14%	23%	9%	9%
The Green Party	9	5	4	*	1	3	1	1	2	2	-	3	4	-	-	1	*	6	2	2	4
	2%	2%	2%	*	2%	4%	2%	2%	2%	2%	-	4%	3%	-	-	4%	*	33%	2%	1%	5%
The British National Party (BNP)	7	7	*	3	3	*	-	-	*	1	-	5	2	-	-	-	3	3	*	*	-
	2%	3%	*	6%	5%	*	-	-	*	1%	-	6%	1%	-	-	-	4%	18%	*	*	-
Some other party	1	1	*	-	*	*	-	-	1	*	-	-	1	-	-	-	1	*	-	1	*
	*	*	*	-	*	*	-	-	1%	*	-	-	1%	-	-	-	1%	2%	-	*	*

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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	23%
Labour	44%
Liberal Democrat	12%
UKIP	17%
Other	4%

Derby 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

	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	455	545	83	139	161	178	156	282	317	195	137	288	162	274	51	125	30	197	257	123
Weighted base	1000	500	500	170	180	170	160	130	190	204	288	186	260	146	259	54	127	37	168	187	142
I would not vote Liberal Democrat	562 56%	297 59%	265 53%	85 50%	101 56%	95 56%	99 62%	74 57%	108 57%	102 50%	165 57%	111 60%	155 60%	86 59%	172 66%	-	94 74%	30 81%	99 59%	133 71%	53 38%
I would not vote UKIP	561 56%	282 56%	279 56%	95 56%	103 57%	111 65%	84 52%	77 59%	92 48%	128 63%	173 60%	87 47%	146 56%	107 73%	199 77%	40 73%	-	22 60%	89 53%	125 67%	96 68%
I would not vote Conservative	555 56%	281 56%	274 55%	97 57%	109 60%	90 53%	85 53%	80 62%	94 50%	90 44%	175 61%	102 55%	160 62%	-	201 77%	30 56%	87 69%	31 83%	25 15%	143 77%	93 65%
I would not vote Labour	398 40%	196 39%	202 40%	57 34%	71 39%	63 37%	59 37%	60 46%	87 46%	76 37%	111 39%	93 50%	101 39%	97 67%	-	23 43%	94 74%	19 51%	116 69%	18 10%	44 31%
None of these - I would potentially vote for all of them	106 11%	55 11%	51 10%	25 14%	26 14%	18 11%	14 9%	7 6%	17 9%	22 11%	27 9%	19 10%	25 10%	13 9%	13 5%	2 4%	5 4%	2 5%	16 10%	7 4%	12 8%
Don't know	35 3%	13 3%	21 4%	7 4%	4 2%	1 1%	6 4%	6 4%	10 5%	2 1%	9 3%	8 4%	10 4%	1 1%	3 1%	-	1 1%	-	3 2%	2 1%	4 3%

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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	455	545	83	139	161	178	156	282	317	195	137	288	162	274	51	125	30	197	257	123	
Weighted base	1000	500	500	170	180	170	160	130	190	204	288	186	260	146	259	54	127	37	168	187	142	
NET: Well	565	315	251	100	97	91	84	69	125	143	157	104	128	127	137	39	63	17	137	96	91	
	57%	63%	50%	59%	54%	54%	53%	53%	66%	70%	55%	56%	49%	87%	53%	71%	49%	46%	82%	51%	64%	
Very well	(4)	36	23	13	-	5	7	4	4	16	6	8	4	15	11	7	2	6	-	16	6	2
	4%	5%	3%	-	3%	4%	3%	3%	8%	3%	3%	2%	6%	8%	3%	4%	4%	-	10%	3%	1%	
Quite well	(3)	529	291	238	100	92	84	80	64	109	137	149	100	113	116	130	37	57	17	121	90	90
	53%	58%	48%	59%	51%	50%	50%	49%	57%	67%	52%	54%	43%	79%	50%	67%	45%	46%	72%	48%	63%	
Quite badly	(2)	297	124	173	50	59	58	50	41	38	48	95	56	85	11	97	16	51	12	20	66	40
	30%	25%	35%	30%	33%	34%	31%	32%	20%	24%	33%	30%	33%	8%	37%	29%	40%	32%	12%	35%	28%	
Very badly	(1)	104	47	57	18	18	14	22	17	16	8	26	22	36	4	18	-	12	8	6	18	6
	10%	9%	11%	10%	10%	8%	14%	13%	9%	4%	9%	12%	14%	2%	7%	-	9%	22%	4%	10%	4%	
NET: Badly	401	171	230	68	77	72	72	58	54	56	120	78	121	15	115	16	63	20	26	84	46	
	40%	34%	46%	40%	43%	42%	45%	45%	29%	28%	42%	42%	47%	10%	44%	29%	49%	54%	16%	45%	33%	
Don't know	34	14	19	2	6	7	4	3	11	5	10	3	11	4	8	-	1	-	4	7	4	
	3%	3%	4%	1%	3%	4%	2%	3%	6%	2%	4%	2%	4%	3%	3%	-	1%	-	3%	4%	3%	
Mean	2.51	2.60	2.43	2.49	2.48	2.52	2.43	2.45	2.69	2.71	2.50	2.47	2.43	2.95	2.50	2.75	2.45	2.24	2.90	2.46	2.63	
Standard deviation	0.73	0.73	0.73	0.68	0.72	0.71	0.76	0.76	0.76	0.59	0.70	0.73	0.81	0.51	0.67	0.52	0.73	0.80	0.60	0.72	0.59	
Standard error	0.02	0.03	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.03	0.05	0.06	0.05	0.04	0.04	0.07	0.07	0.15	0.04	0.05	0.05	

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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

	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	455	545	83	139	161	178	156	282	317	195	137	288	162	274	51	125	30	197	257	123	
Weighted base	1000	500	500	170	180	170	160	130	190	204	288	186	260	146	259	54	127	37	168	187	142	
NET: Well	593	313	280	121	112	91	78	70	121	152	177	101	128	130	148	41	65	19	137	95	98	
	59%	63%	56%	71%	62%	53%	49%	54%	64%	75%	61%	55%	49%	89%	57%	76%	51%	50%	82%	51%	69%	
Very well	(4)	62	40	22	18	8	8	7	3	18	14	14	8	24	13	13	6	5	-	15	9	11
		6%	8%	4%	11%	4%	5%	4%	3%	9%	7%	5%	4%	9%	9%	5%	12%	4%	-	9%	5%	7%
Quite well	(3)	531	273	259	102	104	82	72	67	104	139	163	93	105	116	135	35	60	19	123	86	88
		53%	55%	52%	60%	58%	48%	45%	52%	55%	68%	57%	50%	40%	80%	52%	64%	47%	50%	73%	46%	62%
Quite badly	(2)	269	123	147	39	51	51	51	37	40	42	76	59	76	9	80	10	45	13	22	62	30
		27%	25%	29%	23%	28%	30%	32%	28%	21%	20%	26%	32%	29%	6%	31%	18%	36%	34%	13%	33%	21%
Very badly	(1)	94	42	52	8	13	18	22	17	16	6	23	18	39	4	18	1	14	6	6	21	7
		9%	8%	10%	5%	7%	11%	14%	13%	8%	3%	8%	10%	15%	2%	7%	2%	11%	16%	3%	11%	5%
NET: Badly		364	164	199	47	64	69	73	54	56	47	99	78	115	13	99	11	59	19	27	82	37
		36%	33%	40%	28%	36%	41%	45%	42%	29%	23%	34%	42%	44%	9%	38%	20%	46%	50%	16%	44%	26%
Don't know		43	23	21	2	4	10	9	5	13	4	12	6	17	4	12	2	3	-	3	10	7
		4%	5%	4%	1%	2%	6%	6%	4%	7%	2%	4%	3%	6%	3%	5%	4%	2%	-	2%	5%	5%
Mean		2.59	2.65	2.52	2.78	2.60	2.51	2.42	2.45	2.70	2.80	2.61	2.51	2.47	2.98	2.58	2.89	2.46	2.35	2.89	2.47	2.75
Standard deviation		0.75	0.76	0.75	0.70	0.69	0.76	0.79	0.77	0.77	0.60	0.71	0.74	0.87	0.51	0.71	0.63	0.74	0.74	0.59	0.76	0.67
Standard error		0.02	0.04	0.03	0.08	0.06	0.06	0.06	0.06	0.05	0.03	0.05	0.06	0.05	0.04	0.04	0.09	0.07	0.14	0.04	0.05	0.06

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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	455	545	83	139	161	178	156	282	317	195	137	288	162	274	51	125	30	197	257	123
Weighted base	1000	500	500	170	180	170	160	130	190	204	288	186	260	146	259	54	127	37	168	187	142
I am satisfied with the job David Cameron is doing overall as Prime Minister	270 27%	138 28%	132 26%	59 35%	53 29%	36 21%	40 25%	28 21%	56 29%	70 34%	67 23%	50 27%	68 26%	91 63%	48 18%	18 33%	21 17%	1 2%	82 49%	21 11%	36 26%
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	284 28%	137 27%	147 29%	49 29%	51 28%	58 34%	41 26%	32 24%	53 28%	58 28%	90 31%	52 28%	68 26%	45 31%	46 18%	18 33%	59 47%	15 39%	67 40%	33 18%	31 22%
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.	306 31%	163 33%	144 29%	46 27%	48 27%	56 33%	57 36%	48 37%	51 27%	58 28%	96 33%	50 27%	92 35%	6 4%	158 61%	17 31%	31 25%	15 41%	14 8%	111 59%	64 45%
Refused	37 4%	24 5%	13 3%	1 1%	6 3%	6 4%	6 4%	11 8%	8 4%	6 3%	6 2%	11 6%	9 4%	1 1%	1 1%	-	4 3%	2 5%	1 1%	2 1%	3 2%
Don't know	102 10%	38 8%	64 13%	15 9%	22 12%	15 9%	16 10%	12 9%	22 12%	13 7%	29 10%	23 12%	23 9%	2 2%	6 2%	2 3%	11 9%	4 12%	3 2%	20 11%	8 5%

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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

	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	455	545	83	139	161	178	156	282	317	195	137	288	162	274	51	125	30	197	257	123
Weighted base	1000	500	500	170	180	170	160	130	190	204	288	186	260	146	259	54	127	37	168	187	142
Labour	279	140	138	30	57	44	53	42	52	66	75	57	67	30	78	15	38	13	33	64	42
	28%	28%	28%	18%	32%	26%	33%	33%	27%	32%	26%	30%	26%	20%	30%	27%	30%	35%	20%	34%	30%
The Liberal Democrat	246	118	128	19	35	46	47	45	54	64	69	43	58	41	64	23	31	10	50	55	44
	25%	24%	26%	11%	20%	27%	30%	35%	28%	31%	24%	23%	22%	28%	25%	43%	25%	27%	30%	30%	31%
The Conservatives	213	109	104	30	40	31	43	27	41	54	57	45	45	40	46	22	29	8	44	41	35
	21%	22%	21%	18%	22%	19%	27%	21%	22%	27%	20%	24%	17%	27%	18%	40%	23%	20%	26%	22%	25%
The UK Independence Party (UKIP)	195	94	100	14	31	31	44	28	44	42	51	35	59	28	42	11	42	9	39	39	30
	19%	19%	20%	8%	17%	18%	27%	22%	23%	21%	18%	19%	23%	19%	16%	19%	33%	25%	23%	21%	21%
None of them	461	247	215	116	79	74	56	50	86	87	134	77	128	66	121	17	47	14	76	74	53
	46%	49%	43%	68%	44%	44%	35%	38%	45%	43%	46%	41%	49%	45%	47%	32%	37%	37%	45%	40%	37%
Don't know	24	7	17	6	5	3	6	4	2	3	12	3	4	2	5	2	2	-	1	4	4
	2%	1%	3%	3%	3%	2%	3%	3%	1%	2%	4%	2%	2%	1%	2%	3%	1%	-	1%	2%	3%

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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

	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	455	545	83	139	161	178	156	282	317	195	137	288	162	274	51	125	30	197	257	123
Weighted base	1000	500	500	170	180	170	160	130	190	204	288	186	260	146	259	54	127	37	168	187	142
A Labour government	353 35%	186 37%	166 33%	69 41%	64 36%	60 35%	54 34%	46 35%	60 32%	56 28%	99 34%	57 31%	118 45%	5 3%	194 75%	11 20%	26 21%	18 48%	12 7%	127 68%	48 34%
A Conservative government	186 19%	86 17%	100 20%	35 21%	17 9%	26 15%	31 19%	22 17%	55 29%	47 23%	53 18%	41 22%	41 16%	101 69%	3 1%	3 6%	32 25%	1 2%	101 60%	7 4%	10 7%
A coalition between Labour and the Liberal Democrats	123 12%	67 13%	56 11%	23 14%	22 12%	27 16%	17 11%	17 13%	16 9%	35 17%	50 17%	15 8%	22 8%	4 3%	45 17%	18 33%	15 12%	10 26%	4 2%	29 16%	37 26%
A coalition between the Conservatives and the Liberal Democrats	122 12%	64 13%	58 12%	12 7%	27 15%	25 15%	21 13%	16 12%	21 11%	33 16%	36 13%	21 11%	24 9%	25 17%	9 3%	21 38%	21 17%	3 9%	31 18%	9 5%	28 19%
Don't know	217 22%	97 19%	120 24%	31 18%	50 28%	32 19%	38 23%	29 22%	38 20%	32 16%	50 17%	51 28%	54 21%	11 8%	7 3%	1 1%	33 26%	5 14%	20 12%	15 8%	20 14%

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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	455 46%	500 50%
Female	545 55%	500 50%

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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	83 8%	170 17%
25-34	139 14%	180 18%
35-44	161 16%	170 17%
45-54	178 18%	160 16%
55-64	156 16%	130 13%
65 or older	282 28%	190 19%
Refused	1 *	1 *

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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	99 10%	66 7%
B	218 22%	138 14%
C1	195 20%	288 29%
C2	137 14%	186 19%
D	100 10%	110 11%
E	188 19%	150 15%
Refused	63 6%	63 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	197 20%	168 17%
Labour	257 26%	187 19%
Liberal Democrats	123 12%	142 14%
Another party	28 3%	38 4%
Did not vote	300 30%	381 38%
Refused	50 5%	42 4%
Don't know	45 5%	43 4%