

Hampstead & Kilburn Poll

CATI Fieldwork : 21st-27th 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	1003	486	517	64	118	201	176	161	278	511	191	72	176	229	321	96	37	50	224	254	162	
Weighted base	1003	491	512	99	306	217	138	99	138	404	301	85	160	213	321	101	32	62	199	206	184	
Certain to vote	(10)	536	255	280	29	114	131	96	67	95	246	151	35	69	143	184	65	18	28	132	142	120
		53%	52%	55%	29%	37%	60%	70%	68%	68%	61%	50%	41%	43%	67%	57%	64%	54%	44%	67%	69%	65%
	(9)	89	44	45	13	35	17	6	6	12	34	27	15	11	28	32	7	2	1	27	25	13
		9%	9%	9%	13%	11%	8%	5%	6%	9%	8%	9%	18%	7%	13%	10%	7%	5%	1%	14%	12%	7%
	(8)	65	40	25	4	21	13	12	6	7	27	17	7	13	17	25	10	*	2	13	11	13
		6%	8%	5%	4%	7%	6%	9%	6%	5%	7%	6%	8%	8%	8%	8%	10%	2%	4%	6%	6%	7%
	(7)	75	37	38	15	35	6	7	6	6	24	33	6	10	11	27	2	-	11	11	9	15
		8%	8%	7%	15%	11%	3%	5%	6%	4%	6%	11%	7%	6%	5%	8%	2%	-	18%	5%	4%	8%
	(6)	20	10	10	5	2	5	3	2	3	7	10	1	2	1	8	1	2	4	-	3	3
		2%	2%	2%	5%	1%	2%	2%	2%	2%	2%	3%	1%	1%	1%	3%	1%	5%	7%	-	1%	2%
	(5)	73	39	34	16	31	15	4	3	3	21	19	8	16	6	23	7	11	7	13	8	1
		7%	8%	7%	16%	10%	7%	3%	3%	2%	5%	6%	10%	10%	3%	7%	7%	34%	11%	6%	4%	1%
	(4)	19	2	17	3	9	5	-	1	1	5	7	3	4	3	3	3	-	4	1	1	1
		2%	*	3%	3%	3%	2%	-	1%	1%	1%	2%	4%	2%	1%	1%	3%	-	6%	1%	*	*
	(3)	29	17	12	11	12	4	2	-	-	8	6	7	6	1	10	5	-	5	-	2	8
		3%	4%	2%	11%	4%	2%	1%	-	-	2%	2%	9%	4%	*	3%	5%	-	8%	-	1%	4%
	(2)	14	9	5	3	5	5	-	*	1	6	2	-	7	3	8	2	-	*	1	-	1
		1%	2%	1%	3%	2%	2%	-	*	*	1%	1%	-	4%	1%	3%	2%	-	1%	*	-	*
Definitely would not vote	(1)	76	36	39	-	38	16	6	8	8	23	29	3	17	-	-	-	-	-	1	5	10
		8%	7%	8%	-	12%	7%	5%	8%	6%	6%	9%	4%	11%	-	-	-	-	-	1%	2%	6%
Refused		1	1	1	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	-
		*	*	*	-	-	-	*	-	*	*	-	-	*	-	-	-	-	-	-	-	-
Don't know		7	1	6	-	5	-	-	-	2	2	1	-	4	-	-	-	-	-	-	*	1
		1%	*	1%	-	2%	-	-	-	1%	*	*	-	2%	-	-	-	-	-	-	*	*
Mean		7.99	7.96	8.02	7.13	7.14	8.15	8.88	8.60	8.84	8.42	7.82	7.78	7.23	9.16	8.54	8.64	8.02	7.58	9.13	9.10	8.60
Standard deviation		2.89	2.88	2.90	2.59	3.19	2.93	2.25	2.66	2.40	2.65	2.95	2.72	3.28	1.61	2.20	2.30	2.38	2.52	1.64	1.90	2.56
Standard error		0.09	0.13	0.13	0.32	0.30	0.21	0.17	0.21	0.14	0.12	0.21	0.32	0.25	0.11	0.12	0.23	0.39	0.36	0.11	0.12	0.20

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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	1003	486	517	64	118	201	176	161	278	511	191	72	176	229	321	96	37	50	224	254	162
Weighted base	1003	491	512	99	306	217	138	99	138	404	301	85	160	213	321	101	32	62	199	206	184
Conservative	213	114	99	18	62	58	25	19	31	133	45	12	14	213	-	-	-	-	140	6	23
	21%	23%	19%	19%	20%	27%	18%	19%	22%	33%	15%	14%	9%	100%	-	-	-	-	70%	3%	12%
Labour	321	145	175	43	92	63	54	35	34	106	106	35	59	-	321	-	-	-	6	158	44
	32%	30%	34%	44%	30%	29%	39%	35%	24%	26%	35%	42%	37%	-	100%	-	-	-	3%	77%	24%
Liberal Democrat	101	55	46	9	31	25	12	7	16	45	29	8	16	-	-	101	-	-	5	5	55
	10%	11%	9%	9%	10%	12%	8%	7%	12%	11%	10%	10%	10%	-	-	100%	-	-	2%	3%	30%
The UK Independence Party (UKIP)	32	18	14	2	8	6	3	4	10	8	10	4	8	-	-	-	32	-	14	6	2
	3%	4%	3%	2%	3%	3%	2%	4%	7%	2%	3%	4%	5%	-	-	-	100%	-	7%	3%	1%
The Green Party	53	29	24	5	22	9	7	4	3	16	21	2	11	-	-	-	-	53	3	10	18
	5%	6%	5%	5%	7%	4%	5%	4%	2%	4%	7%	2%	7%	-	-	-	-	84%	2%	5%	10%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	10	6	4	3	4	2	-	1	1	4	4	2	1	-	-	-	-	10	*	1	-
	1%	1%	1%	3%	1%	1%	-	1%	*	1%	1%	2%	*	-	-	-	-	16%	*	*	-
Would not vote	76	36	39	-	38	16	6	8	8	23	29	3	17	-	-	-	-	-	1	5	10
	8%	7%	8%	-	12%	7%	5%	8%	6%	6%	9%	4%	11%	-	-	-	-	-	1%	2%	6%
Refused	53	27	26	5	6	10	9	7	14	17	14	3	11	-	-	-	-	-	4	3	6
	5%	6%	5%	5%	2%	5%	7%	7%	10%	4%	5%	3%	7%	-	-	-	-	-	2%	2%	3%
Don't know	145	60	85	13	44	28	22	15	22	52	44	16	23	-	-	-	-	-	25	12	28
	14%	12%	17%	13%	14%	13%	16%	15%	16%	13%	14%	19%	15%	-	-	-	-	-	13%	6%	15%

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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	556	274	281	26	56	115	104	94	159	308	100	41	81	182	243	74	26	31	153	192	98
Weighted base	516	255	262	40	140	122	81	56	76	234	149	42	67	167	223	72	19	34	133	149	110
Conservative	167	93	74	13	48	46	19	16	26	104	38	10	9	167	-	-	-	-	115	5	19
	32%	37%	28%	33%	35%	37%	24%	28%	33%	44%	26%	23%	13%	100%	-	-	-	-	86%	3%	17%
Labour	223	98	126	18	61	45	43	28	28	78	71	25	39	-	223	-	-	-	4	127	37
	43%	38%	48%	43%	44%	37%	54%	50%	37%	33%	48%	60%	58%	-	100%	-	-	-	3%	85%	33%
Liberal Democrat	72	39	33	6	18	20	9	6	13	36	21	3	11	-	-	72	-	-	4	5	42
	14%	15%	13%	14%	13%	16%	12%	11%	17%	15%	14%	7%	16%	-	-	100%	-	-	3%	3%	38%
The UK Independence Party (UKIP)	19	10	9	*	2	4	3	3	7	6	4	3	5	-	-	-	19	-	9	4	1
	4%	4%	4%	1%	2%	3%	3%	6%	9%	3%	3%	7%	7%	-	-	-	100%	-	7%	3%	1%
The Green Party	31	12	19	3	9	6	6	2	3	8	15	2	4	-	-	-	-	31	1	8	12
	6%	5%	7%	7%	7%	5%	8%	4%	4%	3%	10%	4%	5%	-	-	-	-	90%	*	5%	10%
Some other party	3	3	*	1	*	1	-	*	*	3	*	*	*	-	-	-	-	3	*	1	-
	1%	1%	*	3%	*	1%	-	*	*	1%	*	*	1%	-	-	-	-	10%	*	*	-

Hampstead & Kilburn Poll

CATI Fieldwork : 21st-27th 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	33%
Labour	42%
Liberal Democrat	15%
UKIP	4%
Other	6%

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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	1003	486	517	64	118	201	176	161	278	511	191	72	176	229	321	96	37	50	224	254	162
Weighted base	1003	491	512	99	306	217	138	99	138	404	301	85	160	213	321	101	32	62	199	206	184
Conservative	193 19%	114 23%	80 16%	17 17%	51 17%	49 22%	24 17%	17 18%	35 25%	122 30%	42 14%	7 8%	14 9%	175 82%	2 1%	1 1%	3 9%	5 7%	124 62%	4 2%	23 12%
Labour	318 32%	144 29%	174 34%	49 50%	82 27%	64 29%	54 39%	35 35%	34 24%	116 29%	94 31%	32 38%	61 38%	10 5%	271 85%	7 7%	4 11%	10 16%	11 6%	153 74%	40 22%
Liberal Democrat	130 13%	64 13%	67 13%	10 10%	48 16%	28 13%	14 10%	10 10%	21 15%	57 14%	34 11%	11 13%	21 13%	13 6%	21 6%	82 81%	1 3%	2 4%	15 8%	14 7%	60 33%
The UK Independence Party (UKIP)	28 3%	18 4%	9 2%	- -	8 3%	3 1%	4 3%	4 4%	9 6%	6 2%	10 3%	4 4%	7 4%	- -	- -	- -	24 75%	- -	12 6%	3 2%	3 2%
The Green Party	47 5%	26 5%	20 4%	8 8%	20 7%	6 3%	6 5%	3 3%	2 1%	13 3%	27 9%	2 2%	5 3%	- -	11 3%	2 2%	- -	33 53%	4 2%	3 1%	17 9%
The British National Party (BNP)	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	8 1%	4 1%	4 1%	1 1%	4 1%	2 1%	- -	1 1%	* *	4 1%	4 1%	- -	- -	* *	- -	- -	- -	8 13%	* *	1 *	* *
Would not vote	76 8%	36 7%	39 8%	- -	38 12%	16 7%	6 5%	8 8%	8 6%	23 6%	29 9%	3 4%	17 11%	- -	- -	- -	- -	- -	1 1%	5 2%	10 6%
Refused	36 4%	19 4%	18 3%	2 2%	3 1%	9 4%	6 5%	6 7%	8 6%	8 2%	12 4%	3 3%	5 3%	- -	- -	- -	- -	- -	2 1%	3 2%	3 2%
Don't know	166 17%	67 14%	100 20%	12 12%	53 17%	41 19%	23 16%	15 15%	23 16%	54 13%	49 16%	23 27%	30 19%	14 7%	16 5%	9 9%	* 2%	4 7%	30 15%	19 9%	28 15%

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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	558	276	282	27	55	106	108	95	166	312	97	39	83	171	227	69	26	29	154	186	105
Weighted base	509	253	257	41	135	112	83	56	81	237	145	37	67	157	210	66	19	30	131	143	112
Conservative	152	91	61	12	40	38	18	15	29	95	35	6	8	139	1	1	3	2	102	3	18
	30%	36%	24%	29%	30%	34%	22%	26%	36%	40%	24%	16%	12%	89%	1%	1%	14%	6%	78%	2%	16%
Labour	212	92	120	18	48	47	43	28	28	82	60	22	38	7	185	3	2	5	8	123	34
	42%	36%	47%	43%	35%	41%	51%	50%	35%	34%	41%	61%	58%	5%	88%	5%	9%	16%	6%	86%	30%
Liberal Democrat	95	43	52	5	32	22	12	9	16	45	26	4	15	10	16	60	1	1	12	12	47
	19%	17%	20%	12%	23%	20%	15%	15%	20%	19%	18%	10%	22%	6%	7%	91%	5%	2%	10%	8%	42%
The UK Independence Party (UKIP)	17	10	7	-	2	1	4	3	6	4	5	3	4	-	-	-	14	-	7	2	2
	3%	4%	3%	-	2%	1%	5%	5%	8%	2%	3%	8%	6%	-	-	-	72%	-	6%	1%	2%
The Green Party	31	14	17	5	13	3	6	2	1	8	19	2	2	-	8	2	-	20	1	3	11
	6%	5%	7%	13%	10%	3%	7%	3%	1%	4%	13%	5%	3%	-	4%	3%	-	66%	1%	2%	10%
Some other party	3	3	*	1	*	1	-	*	*	3	*	-	-	*	-	-	-	3	*	1	*
	1%	1%	*	2%	*	1%	-	*	*	1%	*	-	-	*	-	-	-	10%	*	*	*

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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	30%
Labour	41%
Liberal Democrat	19%
UKIP	3%
Other	6%

Hampstead & Kilburn 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	1003	486	517	64	118	201	176	161	278	511	191	72	176	229	321	96	37	50	224	254	162
Weighted base	1003	491	512	99	306	217	138	99	138	404	301	85	160	213	321	101	32	62	199	206	184
I would not vote UKIP	696	358	338	71	195	158	105	73	91	314	200	54	96	167	266	78	-	44	135	167	148
	69%	73%	66%	72%	64%	73%	76%	74%	65%	78%	66%	64%	60%	78%	83%	77%	-	70%	68%	81%	80%
I would not vote Conservative	482	235	247	53	142	93	76	53	63	161	164	46	94	-	253	66	20	45	17	156	116
	48%	48%	48%	53%	46%	43%	55%	53%	45%	40%	54%	54%	59%	-	79%	66%	62%	73%	9%	75%	63%
I would not vote Liberal Democrat	453	225	228	52	121	88	72	51	67	176	136	42	77	126	188	-	26	39	109	125	46
	45%	46%	45%	53%	39%	40%	52%	51%	49%	43%	45%	50%	48%	59%	59%	-	81%	63%	55%	60%	25%
I would not vote Labour	320	170	150	25	96	73	34	31	59	152	83	18	52	143	-	47	23	26	130	7	61
	32%	35%	29%	26%	31%	33%	25%	32%	43%	38%	28%	21%	32%	67%	-	47%	72%	42%	65%	3%	33%
None of these - I would potentially vote for all of them	90	39	51	8	39	20	7	6	10	33	19	10	25	14	11	9	*	5	13	6	6
	9%	8%	10%	9%	13%	9%	5%	6%	7%	8%	6%	12%	15%	7%	4%	9%	2%	8%	7%	3%	3%
Don't know	46	22	24	3	20	7	4	6	5	9	15	8	3	2	7	2	1	-	3	4	7
	5%	4%	5%	3%	7%	3%	3%	6%	3%	2%	5%	9%	2%	1%	2%	2%	2%	-	1%	2%	4%

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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

	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	1003	486	517	64	118	201	176	161	278	511	191	72	176	229	321	96	37	50	224	254	162	
Weighted base	1003	491	512	99	306	217	138	99	138	404	301	85	160	213	321	101	32	62	199	206	184	
NET: Well	674	363	311	70	207	160	84	60	88	309	185	56	96	184	183	79	22	27	163	115	113	
	67%	74%	61%	71%	68%	74%	61%	61%	64%	76%	61%	67%	60%	87%	57%	78%	69%	43%	82%	56%	61%	
Very well	(4)	81	45	36	4	35	18	9	6	9	27	35	8	10	16	29	8	4	1	14	14	14
		8%	9%	7%	4%	11%	8%	6%	6%	6%	7%	12%	9%	6%	8%	9%	8%	12%	1%	7%	7%	7%
Quite well	(3)	593	318	275	66	172	142	75	54	80	283	150	49	86	168	154	70	18	26	149	101	99
		59%	65%	54%	67%	56%	65%	55%	55%	58%	70%	50%	58%	54%	79%	48%	69%	57%	42%	75%	49%	54%
Quite badly	(2)	240	99	141	21	83	42	40	26	29	76	88	25	41	24	100	17	8	33	30	64	53
		24%	20%	28%	22%	27%	19%	29%	26%	21%	19%	29%	29%	25%	11%	31%	17%	26%	53%	15%	31%	29%
Very badly	(1)	48	12	36	5	11	10	8	7	8	10	16	1	14	2	21	3	1	1	3	13	11
		5%	3%	7%	5%	4%	5%	5%	7%	6%	2%	5%	1%	8%	1%	7%	3%	3%	1%	2%	6%	6%
NET: Badly		288	112	177	26	94	51	47	33	37	85	104	25	54	26	121	20	10	34	33	77	64
		29%	23%	35%	26%	31%	24%	34%	33%	26%	21%	35%	30%	34%	12%	38%	20%	29%	54%	17%	37%	35%
Don't know		41	17	24	3	5	6	7	6	14	10	12	3	10	3	17	2	*	2	3	14	8
		4%	3%	5%	3%	2%	3%	5%	6%	10%	2%	4%	4%	6%	1%	5%	2%	2%	3%	2%	7%	4%
Mean		2.73	2.83	2.64	2.73	2.77	2.80	2.65	2.64	2.71	2.83	2.71	2.78	2.61	2.95	2.63	2.84	2.79	2.44	2.89	2.60	2.66
Standard deviation		0.68	0.62	0.73	0.62	0.70	0.66	0.69	0.71	0.69	0.57	0.75	0.61	0.74	0.48	0.75	0.61	0.70	0.55	0.52	0.72	0.71
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.04	0.03	0.06	0.07	0.06	0.03	0.04	0.06	0.12	0.08	0.04	0.05	0.06

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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	1003	486	517	64	118	201	176	161	278	511	191	72	176	229	321	96	37	50	224	254	162	
Weighted base	1003	491	512	99	306	217	138	99	138	404	301	85	160	213	321	101	32	62	199	206	184	
NET: Well	719	399	320	68	247	162	86	63	90	324	209	57	98	185	211	84	23	31	169	122	140	
	72%	81%	63%	68%	80%	74%	62%	64%	65%	80%	70%	68%	61%	87%	66%	83%	70%	50%	85%	59%	76%	
Very well	(4)	91	63	28	7	42	20	6	7	10	35	39	3	10	22	33	5	8	2	23	16	8
	9%	13%	5%	7%	14%	9%	4%	7%	7%	9%	13%	3%	6%	11%	10%	5%	24%	3%	11%	8%	4%	
Quite well	(3)	627	335	292	61	205	142	80	56	80	288	170	55	88	163	178	80	15	29	146	106	132
	63%	68%	57%	62%	67%	65%	58%	57%	58%	71%	56%	65%	55%	76%	56%	79%	46%	47%	74%	51%	72%	
Quite badly	(2)	207	66	141	26	51	39	37	23	30	70	69	23	34	24	88	10	9	27	25	63	34
	21%	13%	28%	26%	17%	18%	27%	23%	22%	17%	23%	28%	21%	11%	27%	10%	29%	43%	13%	31%	18%	
Very badly	(1)	40	16	24	4	3	10	10	5	7	4	14	2	16	-	14	4	-	2	-	13	3
	4%	3%	5%	4%	1%	4%	8%	5%	5%	1%	5%	2%	10%	-	4%	4%	-	3%	-	6%	2%	
NET: Badly	246	82	164	30	54	49	48	28	37	74	83	25	50	24	102	14	9	28	25	76	37	
	25%	17%	32%	30%	18%	23%	35%	28%	27%	18%	28%	30%	32%	11%	32%	14%	29%	45%	13%	37%	20%	
Don't know	38	11	27	1	6	7	4	8	11	7	9	2	11	4	8	3	*	3	4	8	7	
	4%	2%	5%	1%	2%	3%	3%	8%	8%	2%	3%	2%	7%	2%	3%	3%	2%	4%	2%	4%	4%	
Mean	2.80	2.93	2.67	2.72	2.95	2.82	2.61	2.71	2.73	2.89	2.80	2.71	2.62	3.00	2.73	2.86	2.95	2.53	2.99	2.63	2.81	
Standard deviation	0.66	0.63	0.66	0.65	0.58	0.66	0.70	0.70	0.68	0.54	0.72	0.56	0.77	0.47	0.70	0.55	0.74	0.61	0.50	0.73	0.53	
Standard error	0.02	0.03	0.03	0.08	0.05	0.05	0.05	0.06	0.04	0.02	0.05	0.07	0.06	0.03	0.04	0.06	0.12	0.09	0.03	0.05	0.04	

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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	1003	486	517	64	118	201	176	161	278	511	191	72	176	229	321	96	37	50	224	254	162
Weighted base	1003	491	512	99	306	217	138	99	138	404	301	85	160	213	321	101	32	62	199	206	184
I am satisfied with the job David Cameron is doing overall as Prime Minister	304 30%	150 30%	154 30%	36 36%	101 33%	76 35%	28 20%	25 25%	38 27%	151 37%	71 23%	19 23%	43 27%	127 60%	44 14%	28 28%	5 14%	12 19%	102 51%	18 9%	35 19%
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	260 26%	142 29%	118 23%	20 20%	81 26%	59 27%	36 26%	24 25%	40 29%	117 29%	86 29%	13 15%	32 20%	73 35%	39 12%	43 43%	23 72%	23 36%	79 40%	35 17%	59 32%
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.	313 31%	143 29%	170 33%	38 38%	80 26%	62 29%	55 40%	36 36%	42 30%	102 25%	104 35%	43 50%	54 34%	9 4%	224 70%	16 15%	1 3%	24 39%	12 6%	143 69%	70 38%
Refused	24 2%	12 2%	12 2%	- -	5 2%	3 1%	4 3%	4 4%	6 5%	5 1%	3 1%	2 3%	8 5%	* *	1 *	- -	2 5%	- -	- -	4 2%	3 1%
Don't know	102 10%	45 9%	57 11%	6 6%	39 13%	18 8%	16 11%	10 10%	12 9%	29 7%	37 12%	8 9%	23 14%	3 2%	12 4%	14 14%	2 6%	3 6%	6 3%	6 3%	17 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

	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	1003	486	517	64	118	201	176	161	278	511	191	72	176	229	321	96	37	50	224	254	162
Weighted base	1003	491	512	99	306	217	138	99	138	404	301	85	160	213	321	101	32	62	199	206	184
The Conservatives	417	216	202	22	115	88	62	54	75	186	110	33	58	105	137	37	12	30	99	91	89
	42%	44%	39%	22%	37%	40%	45%	54%	54%	46%	37%	39%	36%	49%	43%	37%	37%	48%	50%	44%	48%
The Liberal Democrat	379	191	188	15	86	78	66	55	75	173	88	27	68	81	107	46	15	30	92	79	74
	38%	39%	37%	16%	28%	36%	47%	56%	54%	43%	29%	32%	43%	38%	33%	46%	47%	48%	46%	38%	40%
Labour	345	176	169	22	95	77	54	43	52	144	81	25	74	63	130	31	16	22	70	98	51
	34%	36%	33%	23%	31%	35%	39%	44%	37%	36%	27%	30%	46%	30%	40%	31%	48%	35%	35%	48%	28%
The UK Independence Party (UKIP)	60	24	36	3	18	15	5	5	10	22	12	7	12	8	19	3	6	4	12	15	5
	6%	5%	7%	3%	6%	7%	4%	5%	8%	5%	4%	8%	8%	4%	6%	3%	19%	6%	6%	7%	3%
None of them	324	162	161	53	117	75	32	19	28	112	118	33	45	69	100	24	13	17	57	49	40
	32%	33%	32%	53%	38%	34%	23%	20%	20%	28%	39%	39%	28%	32%	31%	24%	39%	27%	29%	24%	22%
Don't know	42	13	28	1	18	6	7	2	6	18	14	2	5	5	4	10	*	1	7	4	11
	4%	3%	6%	1%	6%	3%	5%	2%	4%	5%	5%	2%	3%	2%	1%	10%	2%	1%	3%	2%	6%

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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	1003	486	517	64	118	201	176	161	278	511	191	72	176	229	321	96	37	50	224	254	162
Weighted base	1003	491	512	99	306	217	138	99	138	404	301	85	160	213	321	101	32	62	199	206	184
A Labour government	302	136	166	45	79	68	47	29	32	93	95	37	62	2	208	9	7	26	3	145	41
	30%	28%	32%	45%	26%	31%	34%	30%	23%	23%	32%	44%	39%	1%	65%	9%	20%	42%	1%	70%	22%
A Conservative government	249	143	106	20	75	59	30	21	44	128	67	15	28	172	7	6	19	9	145	8	22
	25%	29%	21%	20%	25%	27%	22%	21%	32%	32%	22%	18%	18%	81%	2%	6%	59%	15%	73%	4%	12%
A coalition between Labour and the Liberal Democrats	193	95	98	16	64	39	34	14	26	74	65	21	30	-	94	37	2	10	6	40	59
	19%	19%	19%	17%	21%	18%	25%	14%	19%	18%	22%	24%	19%	-	29%	36%	8%	15%	3%	20%	32%
A coalition between the Conservatives and the Liberal Democrats	143	67	76	8	49	32	15	17	21	71	44	7	18	34	6	46	1	8	32	7	45
	14%	14%	15%	8%	16%	15%	11%	17%	15%	18%	15%	8%	11%	16%	2%	45%	2%	14%	16%	3%	24%
Don't know	116	51	66	11	38	20	12	18	16	38	30	5	22	4	7	4	4	9	13	7	17
	12%	10%	13%	11%	13%	9%	8%	18%	12%	9%	10%	6%	13%	2%	2%	4%	11%	14%	6%	3%	9%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1003	1003
Weighted base	1003	1003
Male	486 48%	491 49%
Female	517 52%	512 51%

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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	1003	1003
Weighted base	1003	1003
18-24	64 6%	99 10%
25-34	118 12%	306 31%
35-44	201 20%	217 22%
45-54	176 18%	138 14%
55-64	161 16%	99 10%
65 or older	278 28%	138 14%
Refused	5 *	5 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1003	1003
Weighted base	1003	1003
A	212 21%	160 16%
B	299 30%	245 24%
C1	191 19%	301 30%
C2	72 7%	85 8%
D	39 4%	50 5%
E	137 14%	110 11%
Refused	53 5%	53 5%

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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	1003	1003
Weighted base	1003	1003
Conservative	224 22%	199 20%
Labour	254 25%	206 21%
Liberal Democrats	162 16%	184 18%
Another party	24 2%	21 2%
Did not vote	231 23%	302 30%
Refused	62 6%	51 5%
Don't know	46 5%	40 4%