

Hendon 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

	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	452	548	104	135	150	161	187	263	419	228	97	183	278	258	37	89	23	313	233	67	
Weighted base	1000	490	510	140	240	190	160	120	150	248	294	156	229	241	280	37	86	29	253	248	71	
Certain to vote	(10)	487	242	245	36	76	99	101	79	96	134	150	76	92	132	150	18	65	15	171	147	44
		49%	49%	48%	26%	32%	52%	63%	66%	64%	54%	51%	49%	40%	55%	53%	48%	75%	51%	68%	59%	62%
	(9)	63	27	36	9	20	13	6	5	10	16	16	9	17	22	23	2	1	-	12	14	3
		6%	6%	7%	6%	9%	7%	4%	4%	6%	6%	5%	6%	7%	9%	8%	5%	1%	-	5%	6%	4%
	(8)	106	60	46	11	37	22	15	7	14	28	27	13	27	36	34	3	6	-	26	29	4
		11%	12%	9%	8%	15%	12%	9%	6%	9%	11%	9%	8%	12%	15%	12%	9%	6%	-	10%	12%	5%
	(7)	66	42	25	22	23	8	5	3	5	14	18	15	15	14	27	4	4	2	12	13	6
		7%	9%	5%	16%	10%	4%	3%	3%	4%	6%	6%	10%	6%	6%	10%	10%	5%	8%	5%	5%	8%
	(6)	25	8	17	7	7	4	2	3	3	6	8	1	9	6	11	1	3	-	6	5	2
		3%	2%	3%	5%	3%	2%	1%	3%	2%	2%	3%	1%	4%	2%	4%	2%	3%	-	3%	2%	3%
	(5)	89	34	55	15	28	20	14	3	10	16	21	19	24	24	18	6	6	4	18	15	7
		9%	7%	11%	11%	12%	11%	9%	2%	7%	7%	7%	12%	11%	10%	6%	17%	7%	14%	7%	6%	10%
	(4)	21	5	16	9	5	2	1	3	-	5	13	-	2	3	3	2	*	3	-	4	3
		2%	1%	3%	7%	2%	1%	1%	2%	-	2%	4%	-	1%	1%	1%	5%	*	10%	-	2%	4%
	(3)	23	9	15	8	7	3	2	-	3	12	3	1	8	3	8	1	2	1	2	1	2
		2%	2%	3%	6%	3%	2%	2%	-	2%	5%	1%	*	4%	1%	3%	3%	3%	5%	1%	*	2%
	(2)	19	11	8	7	5	1	1	5	-	5	4	2	7	1	7	-	-	4	1	6	-
		2%	2%	2%	5%	2%	*	*	5%	-	2%	1%	1%	3%	*	2%	-	-	13%	*	2%	-
Definitely would not vote	(1)	90	46	44	15	31	14	12	10	8	12	33	16	25	-	-	-	-	-	5	13	1
		9%	9%	9%	11%	13%	7%	8%	8%	5%	5%	11%	10%	11%	-	-	-	-	-	2%	5%	1%
Refused		2	-	2	-	1	-	1	-	*	1	1	-	-	-	-	-	-	-	*	-	-
		*	-	*	-	*	-	1%	-	*	*	*	-	-	-	-	-	-	-	*	-	-
Don't know		8	5	3	-	-	5	-	1	1	-	-	4	3	-	-	-	-	-	-	1	-
		1%	1%	1%	-	-	2%	-	1%	1%	-	-	3%	1%	-	-	-	-	-	-	1%	-
Mean		7.70	7.79	7.63	6.36	6.96	8.05	8.33	8.29	8.62	8.07	7.66	7.72	7.24	8.65	8.46	8.02	9.06	7.09	8.90	8.38	8.50
Standard deviation		3.00	2.99	3.01	3.09	3.12	2.78	2.80	3.02	2.47	2.76	3.12	3.02	3.15	1.88	2.14	2.33	1.86	3.22	2.00	2.60	2.27
Standard error		0.10	0.14	0.13	0.30	0.27	0.23	0.22	0.22	0.15	0.14	0.21	0.31	0.23	0.11	0.13	0.38	0.20	0.67	0.11	0.17	0.28

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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	452	548	104	135	150	161	187	263	419	228	97	183	278	258	37	89	23	313	233	67
Weighted base	1000	490	510	140	240	190	160	120	150	248	294	156	229	241	280	37	86	29	253	248	71
Conservative	241	119	122	22	58	46	42	32	41	86	74	26	41	241	-	-	-	-	155	13	8
	24%	24%	24%	16%	24%	24%	26%	27%	28%	35%	25%	17%	18%	100%	-	-	-	-	61%	5%	11%
Labour	280	138	142	41	70	68	41	30	30	69	90	35	67	-	280	-	-	-	16	163	15
	28%	28%	28%	29%	29%	36%	25%	25%	20%	28%	31%	23%	29%	-	100%	-	-	-	6%	66%	21%
Liberal Democrat	37	13	23	9	7	6	5	3	6	10	8	7	6	-	-	37	-	-	2	3	16
	4%	3%	5%	7%	3%	3%	3%	2%	4%	4%	3%	5%	3%	-	-	100%	-	-	1%	1%	23%
The UK Independence Party (UKIP)	86	42	43	6	17	8	20	12	24	8	22	27	26	-	-	-	86	-	29	14	12
	9%	9%	9%	4%	7%	4%	12%	10%	16%	3%	7%	17%	11%	-	-	-	100%	-	11%	6%	17%
The Green Party	19	14	6	6	2	4	5	1	1	5	7	4	2	-	-	-	-	19	2	7	4
	2%	3%	1%	4%	1%	2%	3%	1%	1%	2%	2%	3%	1%	-	-	-	-	67%	1%	3%	6%
The British National Party (BNP)	2	-	2	-	2	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-
	*	-	*	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	8%	-	-	-
Some other party	7	6	1	4	2	-	-	1	-	-	4	-	3	-	-	-	-	7	1	-	-
	1%	1%	*	3%	1%	-	-	1%	-	-	1%	-	1%	-	-	-	-	25%	*	-	-
Would not vote	90	46	44	15	31	14	12	10	8	12	33	16	25	-	-	-	-	-	5	13	1
	9%	9%	9%	11%	13%	7%	8%	8%	5%	5%	11%	10%	11%	-	-	-	-	-	2%	5%	1%
Refused	62	33	29	8	10	11	9	7	17	16	11	10	13	-	-	-	-	-	7	2	2
	6%	7%	6%	6%	4%	6%	6%	6%	11%	7%	4%	7%	6%	-	-	-	-	-	3%	1%	3%
Don't know	175	78	97	29	40	34	26	24	22	41	44	28	45	-	-	-	-	-	37	33	13
	17%	16%	19%	21%	17%	18%	16%	20%	15%	17%	15%	18%	20%	-	-	-	-	-	14%	13%	18%

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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	499	226	273	34	55	77	88	102	143	229	117	46	80	204	188	25	70	12	198	151	37
Weighted base	463	227	236	42	96	97	86	63	79	127	147	70	91	170	191	22	65	15	158	153	37
Conservative	170	86	84	12	36	34	31	25	32	61	53	16	30	170	-	-	-	-	124	9	4
	37%	38%	36%	28%	37%	35%	35%	40%	40%	48%	36%	23%	33%	100%	-	-	-	-	78%	6%	12%
Labour	191	93	99	21	38	50	33	25	24	49	64	25	41	-	191	-	-	-	9	126	9
	41%	41%	42%	51%	39%	51%	39%	39%	31%	38%	44%	35%	45%	-	100%	-	-	-	6%	82%	24%
Liberal Democrat	22	8	14	4	5	3	4	2	4	7	4	5	3	-	-	22	-	-	1	1	12
	5%	4%	6%	9%	5%	3%	5%	4%	5%	6%	3%	7%	3%	-	-	100%	-	-	*	1%	33%
The UK Independence Party (UKIP)	65	31	34	3	12	7	15	10	19	6	19	21	17	-	-	-	65	-	23	13	10
	14%	14%	14%	7%	12%	7%	18%	16%	23%	5%	13%	30%	19%	-	-	-	100%	-	14%	8%	26%
The Green Party	10	7	3	2	2	3	3	1	*	3	4	2	*	-	-	-	-	10	2	4	2
	2%	3%	1%	4%	2%	3%	4%	1%	*	3%	3%	2%	*	-	-	-	-	69%	1%	3%	5%
The British National Party (BNP)	2	-	2	-	2	-	-	-	-	-	-	2	-	-	-	-	-	2	-	-	-
	*	-	1%	-	2%	-	-	-	-	-	-	3%	-	-	-	-	-	14%	-	-	-
Some other party	3	2	*	*	2	-	-	*	-	-	2	-	*	-	-	-	-	3	*	-	-
	1%	1%	*	1%	2%	-	-	*	-	-	2%	-	*	-	-	-	-	17%	*	-	-

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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	38%
Labour	41%
Liberal Democrat	5%
UKIP	13%
Other	3%

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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

	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	452	548	104	135	150	161	187	263	419	228	97	183	278	258	37	89	23	313	233	67
Weighted base	1000	490	510	140	240	190	160	120	150	248	294	156	229	241	280	37	86	29	253	248	71
Conservative	234 23%	113 23%	121 24%	20 15%	53 22%	44 23%	40 25%	31 25%	45 30%	83 34%	65 22%	28 18%	40 18%	199 83%	6 2%	7 20%	3 4%	-	147 58%	15 6%	10 15%
Labour	322 32%	161 33%	161 32%	48 34%	75 31%	75 40%	51 32%	37 31%	35 23%	75 30%	104 35%	45 29%	79 35%	15 6%	251 90%	4 10%	10 12%	5 16%	25 10%	167 67%	25 36%
Liberal Democrat	50 5%	20 4%	29 6%	13 9%	20 8%	5 3%	4 2%	3 3%	5 4%	10 4%	10 3%	15 10%	11 5%	4 2%	5 2%	24 64%	4 4%	2 8%	3 1%	5 2%	13 18%
The UK Independence Party (UKIP)	74 7%	42 8%	33 6%	10 7%	14 6%	5 3%	14 9%	8 7%	24 16%	7 3%	21 7%	14 9%	27 12%	2 1%	4 1%	2 4%	60 70%	1 4%	28 11%	12 5%	8 11%
The Green Party	21 2%	14 3%	6 1%	5 4%	3 1%	2 1%	4 3%	4 3%	2 1%	4 2%	8 3%	4 3%	4 2%	2 1%	1 *	-	-	13 46%	2 1%	5 2%	3 4%
The British National Party (BNP)	3 *	3 1%	-	-	3 1%	-	-	-	-	-	-	3 2%	-	-	-	-	3 3%	-	-	-	-
Some other party	3 *	2 *	1 *	-	2 1%	-	-	-	1 *	-	2 1%	-	1 *	-	-	-	-	2 8%	-	1 *	-
Would not vote	90 9%	46 9%	44 9%	15 11%	31 13%	14 7%	12 8%	10 8%	8 5%	12 5%	33 11%	16 10%	25 11%	-	-	-	-	-	5 2%	13 5%	1 1%
Refused	37 4%	19 4%	18 4%	8 5%	2 1%	8 4%	6 4%	5 5%	8 6%	11 4%	7 2%	6 4%	6 3%	1 *	-	-	-	-	2 1%	* *	* 1%
Don't know	166 17%	68 14%	97 19%	21 15%	36 15%	36 19%	29 18%	22 18%	21 14%	46 18%	44 15%	25 16%	36 16%	18 7%	14 5%	* 1%	6 7%	5 18%	41 16%	30 12%	10 14%

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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	509	240	269	35	57	73	88	104	152	223	115	48	91	186	181	24	64	9	198	152	38	
Weighted base	478	242	236	45	102	93	86	65	87	123	146	74	102	156	182	22	60	12	158	152	41	
Conservative	165	80	86	13	30	33	30	26	34	58	48	19	28	141	4	4	3	-	117	9	7	
	35%	33%	36%	28%	29%	36%	35%	39%	39%	47%	33%	26%	28%	90%	2%	20%	5%	-	74%	6%	17%	
Labour	213	109	104	22	43	52	39	29	28	53	69	30	47	9	172	3	8	2	16	126	17	
	44%	45%	44%	49%	42%	55%	46%	44%	33%	43%	47%	41%	46%	6%	94%	15%	13%	16%	10%	83%	42%	
Liberal Democrat	32	13	19	5	15	3	2	3	4	7	4	11	8	3	4	13	3	2	2	4	9	
	7%	5%	8%	12%	15%	3%	2%	4%	5%	5%	3%	15%	8%	2%	2%	61%	5%	18%	1%	2%	22%	
The UK Independence Party (UKIP)	54	30	24	5	9	4	11	6	19	5	18	11	18	2	2	1	45	*	22	9	6	
	11%	12%	10%	11%	9%	5%	12%	9%	21%	4%	12%	14%	18%	1%	1%	4%	75%	*	14%	6%	15%	
The Green Party	11	7	4	*	2	1	4	2	1	2	5	2	1	1	1	-	-	5	2	3	1	
	2%	3%	2%	1%	2%	1%	5%	3%	1%	2%	3%	2%	1%	1%	*	-	-	47%	1%	2%	3%	
The British National Party (BNP)	1	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1	-	-	-	-	
	*	1%	-	-	1%	-	-	-	-	-	-	2%	-	-	-	-	2%	-	-	-	-	
Some other party	3	2	*	-	2	-	-	-	*	-	2	-	*	-	-	-	-	2	-	*	-	
	1%	1%	*	-	2%	-	-	-	1%	-	2%	-	*	-	-	-	-	19%	-	*	-	

Hendon Poll

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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	36%
Labour	44%
Liberal Democrat	7%
UKIP	11%
Other	3%

Hendon 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	452	548	104	135	150	161	187	263	419	228	97	183	278	258	37	89	23	313	233	67
Weighted base	1000	490	510	140	240	190	160	120	150	248	294	156	229	241	280	37	86	29	253	248	71
I would not vote UKIP	583	277	306	76	146	118	91	74	79	182	171	79	114	171	193	25	-	19	146	158	45
	58%	57%	60%	54%	61%	62%	57%	62%	52%	73%	58%	51%	50%	71%	69%	68%	-	67%	58%	64%	64%
I would not vote Liberal Democrat	509	265	245	59	98	90	93	77	93	120	150	86	121	131	146	-	69	15	154	137	21
	51%	54%	48%	42%	41%	47%	58%	65%	62%	48%	51%	55%	53%	54%	52%	-	81%	51%	61%	55%	30%
I would not vote Conservative	412	215	198	54	102	82	69	47	59	74	112	79	117	-	186	16	60	21	29	158	39
	41%	44%	39%	38%	42%	43%	43%	39%	39%	30%	38%	50%	51%	-	66%	44%	70%	71%	11%	64%	55%
I would not vote Labour	322	169	154	38	61	56	52	43	72	78	91	54	77	134	-	16	54	15	147	10	22
	32%	34%	30%	27%	25%	30%	33%	35%	48%	31%	31%	35%	34%	56%	-	44%	64%	51%	58%	4%	32%
None of these - I would potentially vote for all of them	113	45	68	17	41	19	18	7	12	18	34	17	29	21	35	1	4	-	17	23	5
	11%	9%	13%	12%	17%	10%	11%	6%	8%	7%	11%	11%	13%	9%	12%	2%	5%	-	7%	9%	7%
Don't know	35	18	17	13	7	3	3	5	4	6	13	6	6	2	3	2	1	-	4	3	-
	4%	4%	3%	10%	3%	1%	2%	4%	3%	2%	4%	4%	3%	1%	1%	6%	1%	-	2%	1%	-

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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	1000	452	548	104	135	150	161	187	263	419	228	97	183	278	258	37	89	23	313	233	67	
Weighted base	1000	490	510	140	240	190	160	120	150	248	294	156	229	241	280	37	86	29	253	248	71	
NET: Well	653	358	296	82	163	121	100	80	107	169	185	117	133	194	172	29	54	15	201	137	51	
	65%	73%	58%	59%	68%	64%	63%	67%	71%	68%	63%	75%	58%	80%	61%	80%	63%	53%	79%	55%	72%	
Very well	(4)	64	41	23	3	24	13	5	7	12	11	14	13	21	18	15	1	6	2	14	14	2
		6%	8%	5%	2%	10%	7%	3%	6%	8%	4%	5%	8%	9%	8%	5%	4%	7%	8%	5%	6%	3%
Quite well	(3)	589	317	273	79	139	108	96	73	95	159	171	104	111	175	156	28	48	13	187	123	48
		59%	65%	53%	56%	58%	57%	60%	60%	64%	64%	58%	67%	48%	73%	56%	77%	56%	45%	74%	50%	68%
Quite badly	(2)	270	109	161	46	59	59	48	29	29	67	85	33	73	38	94	4	25	11	41	90	20
		27%	22%	32%	33%	25%	31%	30%	24%	19%	27%	29%	21%	32%	16%	34%	11%	29%	39%	16%	36%	28%
Very badly	(1)	49	14	35	4	13	8	12	4	8	6	14	5	18	6	9	2	5	1	6	17	-
		5%	3%	7%	3%	6%	4%	7%	4%	5%	3%	5%	3%	8%	2%	3%	5%	6%	3%	2%	7%	-
NET: Badly		319	123	196	50	73	66	59	34	37	73	99	37	91	44	103	6	30	12	47	106	20
		32%	25%	38%	36%	30%	35%	37%	28%	25%	29%	34%	24%	40%	18%	37%	16%	34%	42%	19%	43%	28%
Don't know		28	9	19	8	4	3	1	7	6	5	10	2	6	4	5	1	2	1	5	4	*
		3%	2%	4%	6%	2%	1%	*	5%	4%	2%	3%	1%	2%	1%	2%	4%	3%	5%	2%	2%	*
Mean		2.69	2.80	2.58	2.62	2.74	2.68	2.58	2.73	2.77	2.72	2.65	2.81	2.61	2.87	2.65	2.82	2.66	2.61	2.84	2.56	2.76
Standard deviation		0.67	0.63	0.69	0.59	0.72	0.67	0.67	0.64	0.67	0.59	0.65	0.62	0.77	0.57	0.64	0.58	0.70	0.71	0.54	0.71	0.51
Standard error		0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.03	0.04	0.06	0.06	0.03	0.04	0.10	0.08	0.15	0.03	0.05	0.06

Hendon Poll

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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	452	548	104	135	150	161	187	263	419	228	97	183	278	258	37	89	23	313	233	67	
Weighted base	1000	490	510	140	240	190	160	120	150	248	294	156	229	241	280	37	86	29	253	248	71	
NET: Well	655	354	301	93	175	119	89	77	102	181	188	114	125	200	171	28	49	14	192	135	44	
	65%	72%	59%	66%	73%	63%	56%	64%	68%	73%	64%	73%	54%	83%	61%	77%	57%	50%	76%	55%	63%	
Very well	(4)	69	39	30	5	25	17	3	7	11	17	13	11	19	20	14	2	7	2	15	12	2
		7%	8%	6%	3%	11%	9%	2%	6%	8%	7%	4%	7%	8%	8%	5%	5%	8%	8%	6%	5%	2%
Quite well	(3)	586	315	271	88	149	102	86	70	91	164	175	103	106	180	157	26	42	12	177	123	42
		59%	64%	53%	63%	62%	54%	54%	58%	61%	66%	60%	66%	46%	74%	56%	72%	48%	42%	70%	50%	60%
Quite badly	(2)	254	93	161	34	47	52	54	31	35	53	65	33	90	33	83	7	28	14	50	84	23
		25%	19%	32%	24%	20%	27%	34%	26%	24%	22%	22%	21%	39%	14%	30%	19%	33%	50%	20%	34%	33%
Very badly	(1)	55	25	30	5	12	14	13	7	4	6	27	6	12	2	22	1	7	-	4	19	2
		5%	5%	6%	3%	5%	7%	8%	6%	3%	2%	9%	4%	5%	1%	8%	3%	9%	-	2%	8%	2%
NET: Badly	309	118	191	39	60	66	67	38	40	59	92	39	101	35	105	8	36	14	54	103	25	
	31%	24%	37%	28%	25%	35%	42%	32%	26%	24%	31%	25%	44%	15%	38%	22%	41%	50%	21%	42%	35%	
Don't know	36	19	18	9	6	6	4	4	8	8	14	3	3	7	4	*	2	-	7	9	2	
	4%	4%	4%	6%	2%	3%	3%	4%	5%	3%	5%	2%	1%	3%	2%	1%	2%	-	3%	4%	2%	
Mean	2.69	2.78	2.61	2.71	2.80	2.66	2.51	2.67	2.77	2.80	2.62	2.78	2.58	2.92	2.59	2.80	2.57	2.58	2.82	2.54	2.64	
Standard deviation	0.69	0.66	0.69	0.60	0.70	0.75	0.68	0.69	0.63	0.59	0.72	0.63	0.72	0.51	0.71	0.57	0.77	0.65	0.55	0.72	0.58	
Standard error	0.02	0.03	0.03	0.06	0.06	0.06	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.04	0.10	0.08	0.14	0.03	0.05	0.07	

Hendon Poll

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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	452	548	104	135	150	161	187	263	419	228	97	183	278	258	37	89	23	313	233	67
Weighted base	1000	490	510	140	240	190	160	120	150	248	294	156	229	241	280	37	86	29	253	248	71
I am satisfied with the job David Cameron is doing overall as Prime Minister	348 35%	169 34%	179 35%	51 36%	98 41%	63 33%	49 30%	41 34%	47 31%	84 34%	110 37%	54 35%	74 32%	153 63%	53 19%	10 27%	15 18%	5 16%	129 51%	49 20%	13 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	267 27%	142 29%	125 25%	39 28%	62 26%	47 25%	43 27%	29 24%	48 32%	82 33%	78 26%	37 24%	54 24%	80 33%	43 15%	16 43%	38 44%	11 38%	96 38%	37 15%	22 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.	272 27%	133 27%	139 27%	36 25%	57 24%	50 26%	56 35%	37 30%	37 25%	61 25%	76 26%	50 32%	72 31%	5 2%	171 61%	7 20%	21 25%	8 28%	14 6%	136 55%	28 39%
Refused	22 2%	11 2%	11 2%	2 2%	2 1%	6 3%	1 1%	1 1%	9 6%	5 2%	8 3%	2 1%	4 2%	- -	2 1%	- -	1 1%	1 3%	1 1%	3 1%	1 2%
Don't know	90 9%	35 7%	55 11%	12 9%	21 9%	24 12%	12 7%	12 10%	10 7%	16 6%	22 8%	13 8%	26 11%	3 1%	12 4%	4 10%	10 12%	4 14%	11 5%	23 9%	6 9%

Hendon Poll

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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	452	548	104	135	150	161	187	263	419	228	97	183	278	258	37	89	23	313	233	67
Weighted base	1000	490	510	140	240	190	160	120	150	248	294	156	229	241	280	37	86	29	253	248	71
Labour	254 25%	123 25%	131 26%	29 20%	47 19%	65 34%	47 29%	32 27%	35 24%	64 26%	71 24%	29 18%	70 30%	60 25%	93 33%	13 34%	16 19%	9 31%	71 28%	87 35%	11 16%
The Conservatives	252 25%	129 26%	123 24%	20 14%	45 19%	39 20%	54 34%	40 34%	54 36%	81 33%	71 24%	30 19%	53 23%	71 29%	68 24%	9 25%	30 35%	9 31%	81 32%	74 30%	20 28%
The UK Independence Party (UKIP)	65 6%	32 7%	32 6%	8 5%	26 11%	9 5%	5 3%	7 6%	10 7%	15 6%	18 6%	5 3%	18 8%	13 6%	16 6%	4 10%	16 18%	1 3%	11 4%	20 8%	6 8%
The Liberal Democrat	52 5%	22 5%	29 6%	7 5%	16 7%	11 6%	8 5%	3 2%	7 5%	13 5%	11 4%	4 2%	17 8%	9 4%	16 6%	3 9%	3 3%	3 11%	7 3%	21 8%	5 7%
None of them	549 55%	283 58%	267 52%	93 67%	151 63%	103 54%	74 46%	55 46%	72 48%	124 50%	172 59%	98 63%	112 49%	131 54%	146 52%	18 50%	38 44%	13 47%	127 50%	104 42%	38 54%
Don't know	25 3%	7 1%	18 4%	3 2%	9 4%	1 1%	3 2%	4 3%	5 3%	6 2%	5 2%	4 3%	5 2%	5 2%	4 1%	2 6%	- -	1 2%	8 3%	5 2%	1 1%

Hendon Poll

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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	452	548	104	135	150	161	187	263	419	228	97	183	278	258	37	89	23	313	233	67
Weighted base	1000	490	510	140	240	190	160	120	150	248	294	156	229	241	280	37	86	29	253	248	71
A Labour government	346 35%	158 32%	189 37%	56 40%	80 33%	68 36%	63 40%	41 34%	38 25%	70 28%	113 38%	33 21%	104 45%	13 5%	209 74%	9 24%	17 20%	7 25%	28 11%	168 68%	20 28%
A Conservative government	281 28%	152 31%	129 25%	28 20%	56 23%	48 25%	46 28%	42 35%	61 41%	83 34%	86 29%	45 29%	51 22%	171 71%	14 5%	2 5%	31 36%	2 8%	163 64%	19 8%	5 8%
A coalition between the Conservatives and the Liberal Democrats	117 12%	53 11%	64 13%	16 11%	33 14%	22 11%	18 11%	10 8%	19 13%	36 14%	32 11%	21 13%	24 11%	45 19%	6 2%	6 18%	11 12%	9 33%	36 14%	9 4%	11 16%
A coalition between Labour and the Liberal Democrats	115 12%	62 13%	53 10%	23 16%	35 15%	21 11%	16 10%	10 8%	11 7%	27 11%	31 11%	30 19%	25 11%	2 1%	39 14%	16 43%	14 17%	9 29%	5 2%	36 14%	24 33%
Don't know	140 14%	65 13%	75 15%	18 13%	35 15%	31 16%	17 11%	17 14%	21 14%	32 13%	31 11%	27 18%	25 11%	10 4%	13 5%	4 11%	13 15%	1 5%	21 8%	17 7%	10 14%

Hendon Poll
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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	452 45%	490 49%
Female	548 55%	510 51%

Hendon Poll
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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	104 10%	140 14%
25-34	135 14%	240 24%
35-44	150 15%	190 19%
45-54	161 16%	160 16%
55-64	187 19%	120 12%
65 or older	263 26%	150 15%

Hendon Poll
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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	156 16%	90 9%
B	263 26%	158 16%
C1	228 23%	294 29%
C2	97 10%	156 16%
D	65 7%	108 11%
E	118 12%	121 12%
Refused	73 7%	73 7%

Hendon Poll

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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	313 31%	253 25%
Labour	233 23%	248 25%
Liberal Democrats	67 7%	71 7%
Another party	40 4%	23 2%
Did not vote	240 24%	308 31%
Refused	51 5%	39 4%
Don't know	56 6%	59 6%