

Morley & Outwood Poll

CATI Fieldwork : 5th-11th 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	1003	454	549	62	112	166	190	184	287	334	230	154	249	167	279	34	156	39	202	297	97	
Weighted base	1003	491	512	91	172	202	192	152	192	203	338	222	203	166	261	34	165	45	209	241	103	
Certain to vote	(10)	530	269	261	24	75	108	105	93	125	121	172	117	107	109	170	16	97	31	148	167	64
		53%	55%	51%	27%	43%	53%	54%	62%	65%	59%	51%	53%	52%	66%	65%	47%	59%	69%	71%	69%	62%
	(9)	58	27	31	2	15	9	10	11	11	17	22	9	9	16	15	7	11	-	17	11	7
		6%	5%	6%	2%	9%	4%	5%	7%	6%	8%	7%	4%	4%	10%	6%	20%	7%	-	8%	5%	7%
	(8)	96	48	49	16	14	19	17	14	15	19	37	19	17	14	28	6	15	2	13	24	18
		10%	10%	10%	18%	8%	9%	9%	9%	8%	10%	11%	8%	8%	8%	11%	18%	9%	5%	6%	10%	18%
	(7)	56	25	30	11	14	12	5	8	6	8	28	9	7	11	16	-	13	5	9	12	5
		6%	5%	6%	12%	8%	6%	3%	5%	3%	4%	8%	4%	3%	6%	6%	-	8%	11%	4%	5%	5%
	(6)	24	14	11	3	3	3	11	1	3	3	11	4	5	3	4	2	9	1	4	4	2
		2%	3%	2%	3%	2%	1%	6%	1%	2%	2%	3%	2%	2%	2%	2%	6%	5%	3%	2%	2%	2%
	(5)	65	25	40	8	12	14	14	7	11	9	22	11	19	2	20	3	11	4	5	16	5
		7%	5%	8%	9%	7%	7%	7%	4%	6%	4%	6%	5%	9%	1%	8%	9%	6%	9%	2%	7%	5%
	(4)	18	7	11	4	2	6	3	2	1	6	5	1	5	5	3	-	4	-	4	2	-
		2%	1%	2%	4%	1%	3%	1%	1%	1%	3%	1%	*	2%	3%	1%	-	2%	-	2%	1%	-
	(3)	15	9	6	1	3	2	2	5	3	2	5	6	2	2	2	-	4	1	1	1	-
		1%	2%	1%	1%	2%	1%	1%	3%	1%	1%	1%	3%	1%	1%	1%	-	2%	2%	*	*	-
	(2)	20	6	14	4	4	4	4	1	4	3	5	4	8	4	3	-	3	1	5	-	-
		2%	1%	3%	4%	2%	2%	2%	1%	2%	1%	2%	2%	4%	2%	1%	-	2%	2%	2%	-	-
Definitely would not vote	(1)	120	61	59	19	30	26	22	10	13	16	31	42	25	-	-	-	-	-	4	3	2
		12%	12%	11%	20%	17%	13%	12%	6%	7%	8%	9%	19%	12%	-	-	-	-	-	2%	1%	2%
Refused		1	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-
		*	-	*	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	*	-
Mean		7.71	7.79	7.64	6.25	7.14	7.63	7.75	8.42	8.41	8.27	7.87	7.29	7.49	8.95	8.88	8.73	8.56	8.73	8.98	9.02	8.96
Standard deviation		3.17	3.18	3.17	3.38	3.45	3.26	3.16	2.68	2.79	2.83	2.93	3.59	3.32	1.94	1.88	1.64	2.12	2.13	2.11	1.84	1.73
Standard error		0.10	0.15	0.14	0.43	0.33	0.25	0.23	0.20	0.16	0.16	0.19	0.29	0.21	0.15	0.11	0.28	0.17	0.34	0.15	0.11	0.18

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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	1003	454	549	62	112	166	190	184	287	334	230	154	249	167	279	34	156	39	202	297	97
Weighted base	1003	491	512	91	172	202	192	152	192	203	338	222	203	166	261	34	165	45	209	241	103
Conservative	166	89	77	11	24	35	30	28	38	54	61	27	23	166	-	-	-	-	109	9	12
	17%	18%	15%	12%	14%	17%	16%	18%	20%	26%	18%	12%	12%	100%	-	-	-	-	52%	4%	12%
Labour	261	120	141	26	59	48	52	32	44	51	95	50	56	-	261	-	-	-	15	154	30
	26%	24%	28%	29%	34%	24%	27%	21%	23%	25%	28%	22%	28%	-	100%	-	-	-	7%	64%	29%
Liberal Democrat	34	12	22	2	11	10	2	5	3	9	15	2	7	-	-	34	-	-	-	2	20
	3%	3%	4%	3%	6%	5%	1%	4%	2%	4%	5%	1%	4%	-	-	100%	-	-	-	1%	19%
The UK Independence Party (UKIP)	165	98	67	12	16	37	29	38	33	24	53	45	37	-	-	-	165	-	44	28	12
	16%	20%	13%	13%	9%	18%	15%	25%	17%	12%	16%	20%	18%	-	-	-	100%	-	21%	12%	12%
The Green Party	21	10	10	4	5	4	4	1	4	5	5	7	3	-	-	-	-	21	1	5	7
	2%	2%	2%	4%	3%	2%	2%	*	2%	2%	2%	3%	2%	-	-	-	-	46%	*	2%	7%
The British National Party (BNP)	11	7	4	-	3	4	2	2	-	2	-	7	1	-	-	-	-	11	-	1	1
	1%	1%	1%	-	2%	2%	1%	1%	-	1%	-	3%	1%	-	-	-	-	24%	-	*	1%
Some other party	13	8	5	-	-	7	1	4	2	2	5	4	-	-	-	-	-	13	-	1	1
	1%	2%	1%	-	-	3%	1%	2%	1%	1%	2%	2%	-	-	-	-	-	30%	-	*	1%
Would not vote	120	61	59	19	30	26	22	10	13	16	31	42	25	-	-	-	-	-	4	3	2
	12%	12%	11%	20%	17%	13%	12%	6%	7%	8%	9%	19%	12%	-	-	-	-	-	2%	1%	2%
Refused	63	28	35	3	6	5	11	14	25	11	20	10	18	-	-	-	-	-	8	9	2
	6%	6%	7%	3%	4%	2%	6%	9%	13%	5%	6%	5%	9%	-	-	-	-	-	4%	4%	1%
Don't know	148	58	90	15	17	25	38	20	31	28	52	28	31	-	-	-	-	-	29	29	17
	15%	12%	18%	17%	10%	13%	20%	13%	16%	14%	15%	13%	16%	-	-	-	-	-	14%	12%	16%

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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	506	242	264	22	56	88	98	102	139	192	112	73	118	128	213	26	111	27	127	197	61
Weighted base	490	256	235	33	87	105	89	83	93	116	166	106	91	126	193	25	114	32	133	159	64
Conservative	126	69	57	7	15	28	24	22	30	42	47	19	17	126	-	-	-	-	89	6	8
	26%	27%	24%	21%	18%	26%	27%	27%	32%	36%	29%	18%	19%	100%	-	-	-	-	67%	4%	13%
Labour	193	90	103	15	45	36	40	24	33	41	70	36	39	-	193	-	-	-	11	125	23
	39%	35%	44%	47%	51%	34%	45%	29%	35%	35%	42%	34%	44%	-	100%	-	-	-	9%	79%	36%
Liberal Democrat	25	10	15	1	7	7	2	4	3	8	10	1	5	-	-	25	-	-	-	1	16
	5%	4%	6%	4%	8%	7%	2%	5%	3%	7%	6%	1%	5%	-	-	100%	-	-	-	1%	25%
The UK Independence Party (UKIP)	114	66	49	8	13	23	18	28	24	18	31	35	27	-	-	-	114	-	32	21	10
	23%	26%	21%	23%	15%	22%	21%	34%	25%	16%	19%	33%	30%	-	-	-	100%	-	24%	13%	15%
The Green Party	14	8	6	2	4	4	2	*	2	4	2	6	2	-	-	-	-	14	*	4	6
	3%	3%	2%	5%	5%	4%	3%	*	2%	4%	1%	5%	2%	-	-	-	-	44%	*	2%	9%
The British National Party (BNP)	8	6	2	-	3	2	1	1	-	1	-	7	*	-	-	-	-	8	-	*	1
	2%	2%	1%	-	4%	2%	1%	2%	-	1%	-	6%	*	-	-	-	-	26%	-	*	1%
Some other party	10	6	4	-	-	5	1	2	2	1	5	2	-	-	-	-	-	10	-	1	*
	2%	2%	2%	-	-	4%	1%	3%	2%	1%	3%	2%	-	-	-	-	-	30%	-	*	*

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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	27%
Labour	39%
Liberal Democrat	6%
UKIP	22%
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	454	549	62	112	166	190	184	287	334	230	154	249	167	279	34	156	39	202	297	97
Weighted base	1003	491	512	91	172	202	192	152	192	203	338	222	203	166	261	34	165	45	209	241	103
Conservative	160 16%	88 18%	72 14%	14 15%	23 14%	34 17%	27 14%	25 17%	36 19%	50 25%	59 17%	31 14%	18 9%	133 80%	3 1%	3 9%	8 5%	1 2%	109 52%	12 5%	7 6%
Labour	289 29%	129 26%	160 31%	27 29%	65 38%	54 27%	56 29%	34 23%	53 28%	60 30%	105 31%	55 25%	61 30%	8 5%	235 90%	3 8%	15 9%	3 6%	19 9%	166 69%	32 31%
Liberal Democrat	36 4%	16 3%	20 4%	4 4%	9 5%	11 5%	6 3%	5 3%	2 1%	9 4%	14 4%	4 2%	8 4%	- -	5 2%	23 68%	- -	1 2%	3 1%	- -	19 19%
The UK Independence Party (UKIP)	149 15%	87 18%	62 12%	10 11%	7 4%	32 16%	28 14%	38 25%	33 17%	25 12%	41 12%	39 18%	40 20%	9 5%	2 1%	- -	123 75%	1 3%	40 19%	24 10%	14 14%
The Green Party	17 2%	10 2%	7 1%	- -	4 2%	4 2%	4 2%	1 1%	5 3%	3 1%	2 1%	9 4%	3 2%	1 1%	1 *	- -	1 1%	12 27%	- -	5 2%	6 6%
The British National Party (BNP)	14 1%	13 3%	1 *	- -	7 4%	4 2%	2 1%	1 *	1 *	2 1%	5 1%	5 2%	2 1%	- -	3 1%	- -	- -	8 19%	- -	1 *	1 1%
Some other party	37 4%	18 4%	20 4%	- -	5 3%	10 5%	4 2%	12 8%	4 2%	4 2%	13 4%	10 5%	6 3%	3 2%	4 2%	4 13%	3 2%	14 31%	4 2%	6 2%	5 5%
Would not vote	120 12%	61 12%	59 11%	19 20%	30 17%	26 13%	22 12%	10 6%	13 7%	16 8%	31 9%	42 19%	25 12%	- -	- -	- -	- -	- -	4 2%	3 1%	2 2%
Refused	42 4%	21 4%	21 4%	- -	4 2%	3 1%	8 4%	10 7%	18 9%	6 3%	14 4%	7 3%	12 6%	- -	- -	- -	- -	- -	3 1%	4 1%	- -
Don't know	139 14%	50 10%	89 17%	18 20%	18 11%	24 12%	36 19%	15 10%	27 14%	28 14%	54 16%	22 10%	27 14%	11 7%	7 3%	1 2%	15 9%	5 10%	28 13%	21 9%	17 16%

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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	533	253	280	21	57	90	100	109	155	199	116	78	126	120	207	26	104	25	135	206	65
Weighted base	511	268	243	32	86	108	92	88	103	119	170	112	95	118	187	24	107	30	139	165	66
Conservative	118	68	50	8	15	26	21	20	28	39	46	19	13	102	1	2	6	*	89	8	4
	23%	25%	21%	24%	18%	24%	23%	23%	27%	33%	27%	17%	14%	86%	*	10%	5%	*	64%	5%	6%
Labour	209	93	116	16	46	40	40	26	41	47	74	39	43	6	174	2	9	2	15	131	24
	41%	35%	48%	51%	53%	37%	43%	29%	40%	39%	44%	35%	45%	5%	93%	10%	9%	5%	10%	79%	37%
Liberal Democrat	25	12	13	1	5	8	5	4	2	6	10	3	4	-	4	16	-	*	2	-	15
	5%	5%	5%	4%	6%	7%	6%	5%	2%	5%	6%	3%	5%	-	2%	66%	-	*	2%	-	23%
The UK Independence Party (UKIP)	108	63	44	7	6	22	18	29	26	20	25	31	29	6	2	-	89	1	30	20	12
	21%	24%	18%	22%	7%	20%	20%	33%	25%	16%	15%	28%	31%	5%	1%	-	84%	4%	22%	12%	18%
The Green Party	12	8	5	-	3	3	2	*	3	2	1	7	2	1	*	-	*	10	-	3	6
	2%	3%	2%	-	4%	3%	3%	1%	3%	2%	1%	6%	2%	1%	*	-	*	34%	-	2%	9%
The British National Party (BNP)	10	10	*	-	6	2	1	1	*	1	4	4	*	-	3	-	-	6	-	*	1
	2%	4%	*	-	7%	2%	2%	1%	*	1%	2%	4%	*	-	2%	-	-	20%	-	*	1%
Some other party	28	13	15	-	5	7	4	8	3	4	10	8	4	3	4	3	2	11	4	4	4
	6%	5%	6%	-	5%	7%	4%	10%	3%	3%	6%	7%	4%	2%	2%	14%	2%	36%	3%	2%	6%

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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	24%
Labour	41%
Liberal Democrat	5%
UKIP	20%
Other	10%

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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	454	549	62	112	166	190	184	287	334	230	154	249	167	279	34	156	39	202	297	97
Weighted base	1003	491	512	91	172	202	192	152	192	203	338	222	203	166	261	34	165	45	209	241	103
I would not vote Liberal Democrat	611 61%	321 65%	290 57%	54 60%	104 61%	126 62%	119 62%	88 58%	120 62%	126 62%	192 57%	144 65%	125 61%	109 66%	182 70%	-	127 77%	33 73%	150 72%	165 68%	43 42%
I would not vote Conservative	512 51%	260 53%	252 49%	42 46%	100 58%	106 52%	99 51%	70 46%	96 50%	92 45%	166 49%	121 54%	117 58%	-	208 80%	23 68%	107 65%	33 74%	35 17%	192 80%	69 67%
I would not vote UKIP	504 50%	236 48%	268 52%	48 53%	115 67%	105 52%	90 47%	64 42%	80 42%	123 60%	169 50%	104 47%	90 44%	95 57%	204 78%	25 72%	-	31 69%	91 44%	154 64%	65 64%
I would not vote Labour	405 40%	217 44%	188 37%	35 38%	52 30%	89 44%	75 39%	74 49%	79 41%	87 43%	124 37%	104 47%	81 40%	128 77%	-	12 36%	112 68%	29 65%	148 71%	19 8%	36 35%
None of these - I would potentially vote for all of them	103 10%	45 9%	58 11%	14 16%	13 8%	21 11%	18 10%	16 10%	20 10%	15 7%	37 11%	24 11%	22 11%	10 6%	13 5%	4 11%	9 6%	3 7%	8 4%	14 6%	8 7%
Don't know	36 4%	14 3%	22 4%	5 5%	4 2%	3 2%	8 4%	5 3%	11 5%	5 2%	10 3%	8 3%	11 5%	3 2%	1 *	1 1%	*	1 1%	3 1%	2 1%	1 1%

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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	1003	454	549	62	112	166	190	184	287	334	230	154	249	167	279	34	156	39	202	297	97	
Weighted base	1003	491	512	91	172	202	192	152	192	203	338	222	203	166	261	34	165	45	209	241	103	
NET: Well	623	338	285	62	111	118	111	95	125	139	234	131	103	149	156	27	97	17	161	150	72	
	62%	69%	56%	68%	64%	58%	58%	63%	65%	68%	69%	59%	51%	90%	60%	78%	59%	38%	77%	62%	70%	
Very well	(4)	55	41	13	7	8	6	10	9	14	11	18	14	9	13	16	-	6	-	21	8	6
		5%	8%	3%	8%	5%	3%	5%	6%	7%	5%	5%	6%	5%	8%	6%	-	4%	-	10%	3%	5%
Quite well	(3)	568	297	272	54	102	112	101	86	111	128	216	117	94	136	140	27	91	17	140	142	66
		57%	60%	53%	60%	60%	56%	52%	57%	58%	63%	64%	53%	46%	82%	54%	78%	55%	38%	67%	59%	64%
Quite badly	(2)	265	99	166	19	47	62	56	43	37	51	76	64	62	15	77	7	55	17	37	69	25
		26%	20%	32%	21%	27%	31%	29%	29%	19%	25%	23%	29%	31%	9%	29%	20%	33%	38%	18%	28%	24%
Very badly	(1)	78	42	36	8	11	17	19	9	14	9	16	23	27	1	15	1	12	9	8	9	3
		8%	9%	7%	8%	6%	9%	10%	6%	7%	4%	5%	10%	13%	*	6%	2%	7%	20%	4%	4%	3%
NET: Badly		343	141	202	27	58	80	74	53	51	59	92	87	90	15	92	7	67	26	45	78	28
		34%	29%	39%	30%	33%	39%	39%	35%	26%	29%	27%	39%	44%	9%	35%	22%	41%	58%	21%	32%	28%
Don't know		37	12	25	2	4	4	7	4	16	5	13	5	10	2	12	-	1	2	4	13	3
		4%	2%	5%	3%	2%	2%	4%	2%	8%	3%	4%	2%	5%	1%	5%	-	1%	4%	2%	5%	3%
Mean		2.62	2.70	2.54	2.69	2.64	2.54	2.55	2.64	2.71	2.71	2.73	2.56	2.44	2.99	2.63	2.77	2.55	2.19	2.84	2.65	2.74
Standard deviation		0.71	0.75	0.67	0.75	0.68	0.70	0.75	0.69	0.72	0.64	0.64	0.76	0.79	0.43	0.70	0.46	0.69	0.77	0.65	0.62	0.61
Standard error		0.02	0.04	0.03	0.10	0.06	0.05	0.06	0.05	0.04	0.04	0.04	0.06	0.05	0.03	0.04	0.08	0.06	0.13	0.05	0.04	0.06

Morley & Outwood Poll

CATI Fieldwork : 5th-11th May 2014

Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1003	454	549	62	112	166	190	184	287	334	230	154	249	167	279	34	156	39	202	297	97	
Weighted base	1003	491	512	91	172	202	192	152	192	203	338	222	203	166	261	34	165	45	209	241	103	
NET: Well	635	356	279	64	114	125	115	100	116	151	244	132	90	145	165	26	97	18	161	137	74	
	63%	72%	55%	71%	66%	62%	60%	66%	60%	74%	72%	59%	44%	87%	63%	77%	58%	41%	77%	57%	72%	
Very well	(4)	54	42	12	5	7	14	9	6	13	10	19	13	10	13	12	-	9	1	13	5	4
		5%	8%	2%	5%	4%	7%	5%	4%	7%	5%	6%	6%	5%	8%	4%	-	5%	2%	6%	2%	4%
Quite well	(3)	581	314	267	60	107	111	106	94	102	141	225	119	80	132	154	26	88	17	148	131	70
		58%	64%	52%	66%	62%	55%	55%	62%	53%	69%	66%	53%	39%	80%	59%	77%	53%	39%	71%	54%	69%
Quite badly	(2)	264	90	174	16	50	61	58	35	43	39	69	69	76	16	71	8	50	16	37	80	24
		26%	18%	34%	18%	29%	30%	30%	23%	22%	19%	20%	31%	37%	10%	27%	22%	30%	37%	18%	33%	23%
Very badly	(1)	68	30	38	6	8	12	16	9	16	8	15	16	26	1	15	1	12	8	7	13	4
		7%	6%	7%	7%	5%	6%	8%	6%	8%	4%	4%	7%	13%	1%	6%	2%	7%	18%	3%	5%	3%
NET: Badly	332	121	211	22	58	73	74	45	59	48	84	84	102	17	87	8	62	25	44	93	27	
	33%	25%	41%	24%	34%	36%	39%	29%	31%	24%	25%	38%	50%	10%	33%	23%	38%	55%	21%	39%	27%	
Don't know	36	15	21	5	-	4	3	7	18	4	11	6	11	4	9	-	6	2	4	11	1	
	4%	3%	4%	5%	-	2%	2%	4%	9%	2%	3%	3%	5%	2%	3%	-	4%	4%	2%	5%	1%	
Mean	2.64	2.77	2.52	2.73	2.65	2.64	2.57	2.67	2.65	2.77	2.76	2.60	2.39	2.96	2.64	2.75	2.59	2.26	2.82	2.56	2.73	
Standard deviation	0.69	0.69	0.67	0.67	0.64	0.71	0.72	0.66	0.75	0.61	0.63	0.71	0.78	0.46	0.67	0.47	0.71	0.79	0.59	0.64	0.58	
Standard error	0.02	0.03	0.03	0.09	0.06	0.06	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.04	0.04	0.08	0.06	0.13	0.04	0.04	0.06	

Morley & Outwood 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	1003	454	549	62	112	166	190	184	287	334	230	154	249	167	279	34	156	39	202	297	97
Weighted base	1003	491	512	91	172	202	192	152	192	203	338	222	203	166	261	34	165	45	209	241	103
I am satisfied with the job David Cameron is doing overall as Prime Minister	312 31%	174 35%	138 27%	39 42%	55 32%	55 27%	62 32%	43 28%	59 31%	65 32%	110 33%	67 30%	63 31%	112 67%	51 20%	11 31%	31 19%	8 18%	114 54%	34 14%	29 28%
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	258 26%	109 22%	148 29%	24 26%	43 25%	55 27%	42 22%	52 34%	40 21%	54 27%	98 29%	59 27%	39 19%	50 30%	32 12%	21 62%	58 35%	13 28%	65 31%	40 17%	30 29%
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.	295 29%	148 30%	148 29%	20 22%	60 35%	53 26%	62 32%	41 27%	60 31%	62 31%	98 29%	60 27%	64 32%	2 1%	170 65%	2 7%	53 32%	16 35%	24 12%	145 60%	35 34%
Refused	38 4%	18 4%	19 4%	- -	1 *	7 3%	12 6%	5 3%	13 7%	7 3%	8 2%	6 3%	13 6%	- -	1 *	- -	8 5%	- -	- -	2 1%	- -
Don't know	100 10%	42 9%	58 11%	9 10%	14 8%	32 16%	14 8%	11 7%	19 10%	16 8%	25 7%	30 14%	23 12%	2 1%	6 2%	- -	15 9%	9 19%	7 3%	19 8%	9 8%

Morley & Outwood 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	1003	454	549	62	112	166	190	184	287	334	230	154	249	167	279	34	156	39	202	297	97
Weighted base	1003	491	512	91	172	202	192	152	192	203	338	222	203	166	261	34	165	45	209	241	103
Labour	507	253	254	28	84	106	111	84	94	109	177	101	107	86	158	13	83	19	100	155	58
	51%	51%	50%	30%	49%	52%	58%	55%	49%	54%	52%	45%	53%	52%	60%	38%	50%	43%	48%	64%	57%
The UK Independence Party (UKIP)	420	208	211	32	77	77	82	66	86	100	135	76	95	73	115	15	76	20	100	110	51
	42%	42%	41%	35%	45%	38%	42%	43%	45%	49%	40%	34%	47%	44%	44%	43%	46%	45%	48%	46%	50%
The Conservatives	248	125	123	8	26	56	61	50	47	60	73	60	51	53	64	8	34	13	69	60	28
	25%	25%	24%	9%	15%	28%	31%	33%	25%	30%	22%	27%	25%	32%	24%	23%	20%	29%	33%	25%	27%
The Liberal Democrat	111	60	51	7	8	29	31	15	22	27	42	14	26	21	30	3	16	4	25	26	9
	11%	12%	10%	7%	5%	14%	16%	10%	11%	13%	12%	6%	13%	13%	12%	9%	10%	8%	12%	11%	9%
None of them	282	145	136	40	55	53	41	37	56	47	91	82	54	40	61	12	43	13	51	50	26
	28%	30%	27%	44%	32%	26%	21%	24%	29%	23%	27%	37%	27%	24%	23%	34%	26%	29%	24%	21%	25%
Don't know	28	11	17	6	3	6	8	2	3	5	9	6	2	6	3	-	2	2	6	2	2
	3%	2%	3%	7%	2%	3%	4%	1%	1%	2%	3%	3%	1%	4%	1%	-	1%	4%	3%	1%	2%

Morley & Outwood 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	1003	454	549	62	112	166	190	184	287	334	230	154	249	167	279	34	156	39	202	297	97
Weighted base	1003	491	512	91	172	202	192	152	192	203	338	222	203	166	261	34	165	45	209	241	103
A Labour government	349	154	195	29	76	71	60	46	68	64	127	72	77	1	205	1	47	17	17	174	34
	35%	31%	38%	32%	44%	35%	31%	30%	35%	31%	38%	32%	38%	*	79%	4%	29%	39%	8%	72%	33%
A Conservative government	247	144	103	20	34	45	44	46	57	61	84	50	44	128	6	6	52	2	132	14	15
	25%	29%	20%	23%	20%	22%	23%	30%	30%	30%	25%	23%	22%	77%	2%	16%	31%	4%	63%	6%	15%
A coalition between the Conservatives and the Liberal Democrats	113	53	59	14	20	23	20	21	14	30	39	23	18	31	8	8	23	3	39	6	16
	11%	11%	12%	15%	12%	11%	10%	14%	8%	15%	12%	10%	9%	18%	3%	24%	14%	6%	19%	2%	16%
A coalition between Labour and the Liberal Democrats	91	43	48	6	15	22	20	20	9	23	33	17	18	3	36	16	10	8	5	32	20
	9%	9%	9%	6%	9%	11%	10%	13%	5%	11%	10%	8%	9%	2%	14%	47%	6%	18%	2%	13%	19%
Don't know	203	97	106	22	27	41	48	19	44	25	56	61	46	4	6	3	33	15	16	15	17
	20%	20%	21%	24%	16%	20%	25%	13%	23%	13%	17%	27%	23%	3%	2%	8%	20%	33%	8%	6%	16%

Morley & Outwood Poll
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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	454 45%	491 49%
Female	549 55%	512 51%

Morley & Outwood 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	1003	1003
Weighted base	1003	1003
18-24	62 6%	91 9%
25-34	112 11%	172 17%
35-44	166 17%	202 20%
45-54	190 19%	192 19%
55-64	184 18%	152 15%
65 or older	287 29%	192 19%
Refused	2 *	2 *

Morley & Outwood Poll
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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	116 12%	67 7%
B	218 22%	136 14%
C1	230 23%	338 34%
C2	154 15%	222 22%
D	84 8%	86 9%
E	165 16%	117 12%
Refused	36 4%	36 4%

Morley & Outwood 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	1003	1003
Weighted base	1003	1003
Conservative	202 20%	209 21%
Labour	297 30%	241 24%
Liberal Democrats	97 10%	103 10%
Another party	47 5%	60 6%
Did not vote	272 27%	312 31%
Refused	50 5%	43 4%
Don't know	38 4%	34 3%