

North Warwickshire 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	1001	447	554	57	112	126	169	202	332	323	203	154	279	209	245	27	137	29	268	266	52	
Weighted base	1001	491	510	100	140	180	180	170	230	163	278	249	269	192	245	31	134	36	238	243	65	
Certain to vote	(10)	507	262	245	34	27	92	99	109	144	91	144	122	135	114	158	11	73	17	169	168	45
		51%	53%	48%	34%	19%	51%	55%	64%	63%	56%	52%	49%	50%	59%	65%	35%	54%	48%	71%	69%	68%
	(9)	47	30	17	4	10	6	9	7	12	14	14	10	10	15	8	2	9	-	19	12	1
		5%	6%	3%	4%	7%	3%	5%	4%	5%	8%	5%	4%	4%	8%	3%	6%	7%	-	8%	5%	2%
	(8)	78	29	49	11	15	14	14	11	13	18	19	20	18	21	17	7	17	2	16	13	6
		8%	6%	10%	11%	11%	8%	8%	7%	6%	11%	7%	8%	7%	11%	7%	22%	13%	6%	7%	5%	9%
	(7)	60	30	30	10	9	7	14	6	13	9	17	15	15	18	13	3	8	*	11	12	5
		6%	6%	6%	10%	6%	4%	8%	4%	6%	5%	6%	6%	6%	9%	5%	10%	6%	1%	4%	5%	8%
	(6)	35	24	11	12	5	5	*	4	8	3	9	16	5	4	12	2	3	2	4	5	1
		3%	5%	2%	12%	3%	3%	*	3%	3%	2%	3%	6%	2%	2%	5%	5%	3%	6%	2%	2%	2%
	(5)	91	30	61	12	22	17	12	14	15	10	21	15	38	14	15	5	14	5	12	18	4
		9%	6%	12%	12%	16%	10%	7%	8%	7%	6%	8%	6%	14%	7%	6%	16%	10%	15%	5%	7%	6%
	(4)	23	13	10	6	3	3	4	2	4	2	10	5	3	1	6	-	4	1	2	3	1
		2%	3%	2%	6%	2%	2%	2%	1%	2%	1%	3%	2%	1%	*	2%	-	3%	2%	1%	1%	2%
	(3)	30	12	18	4	12	9	2	2	2	4	8	13	5	4	13	-	5	3	3	4	1
		3%	2%	4%	4%	9%	5%	1%	1%	1%	2%	3%	5%	2%	2%	5%	-	4%	8%	1%	2%	1%
	(2)	23	14	9	1	7	6	4	3	3	3	3	8	6	1	3	2	2	5	1	4	1
		2%	3%	2%	1%	5%	3%	2%	2%	1%	2%	1%	3%	2%	1%	1%	6%	2%	14%	*	2%	1%
Definitely would not vote	(1)	101	43	58	6	31	21	20	11	13	10	32	24	30	-	-	-	-	-	1	4	-
		10%	9%	11%	6%	22%	11%	11%	6%	6%	6%	11%	10%	11%	-	-	-	-	-	*	1%	-
Refused		1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-
Don't know		4	2	2	-	-	-	1	1	2	-	-	1	3	-	-	-	-	-	1	-	1
		*	1%	*	-	-	-	1%	1%	1%	-	-	*	1%	-	-	-	-	*	-	-	1%
Mean		7.57	7.77	7.37	7.13	5.50	7.37	7.83	8.34	8.39	8.22	7.58	7.43	7.46	8.75	8.56	7.72	8.35	7.10	9.14	8.78	8.93
Standard deviation		3.14	3.07	3.20	2.75	3.37	3.32	3.13	2.76	2.66	2.72	3.19	3.19	3.21	1.90	2.30	2.33	2.26	3.19	1.71	2.23	1.91
Standard error		0.10	0.15	0.14	0.36	0.32	0.30	0.24	0.19	0.15	0.15	0.22	0.26	0.19	0.15	0.45	0.19	0.59	0.10	0.14	0.27	

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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	1001	447	554	57	112	126	169	202	332	323	203	154	279	209	245	27	137	29	268	266	52
Weighted base	1001	491	510	100	140	180	180	170	230	163	278	249	269	192	245	31	134	36	238	243	65
Conservative	192 19%	107 22%	84 17%	26 26%	25 18%	33 18%	31 17%	36 21%	42 18%	51 31%	56 20%	43 17%	40 15%	192 100%	-	-	-	-	129 54%	7 3%	6 9%
Labour	245 24%	114 23%	130 26%	27 27%	28 20%	44 25%	42 24%	36 21%	67 29%	29 18%	61 22%	63 25%	85 32%	-	245 100%	-	-	-	8 3%	160 66%	11 16%
Liberal Democrat	31 3%	13 3%	17 3%	2 2%	7 5%	9 5%	3 2%	4 2%	5 2%	5 3%	6 2%	10 4%	7 3%	-	-	31 100%	-	-	2 1%	2 1%	15 23%
The UK Independence Party (UKIP)	134 13%	82 17%	53 10%	6 6%	17 12%	21 12%	27 15%	32 19%	31 14%	24 15%	33 12%	43 17%	31 12%	-	-	-	134 100%	-	40 17%	19 8%	11 16%
The Green Party	22 2%	9 2%	13 2%	3 3%	6 4%	6 3%	3 2%	1 1%	3 1%	3 2%	7 3%	6 2%	4 1%	-	-	-	-	22 61%	4 2%	5 2%	3 4%
The British National Party (BNP)	8 1%	5 1%	3 1%	-	-	3 2%	4 2%	-	1 *	1 *	4 1%	2 1%	2 1%	-	-	-	-	8 23%	-	-	-
Some other party	6 1%	4 1%	2 *	-	1 1%	2 1%	1 *	1 1%	1 *	1 *	3 1%	-	1 *	-	-	-	-	6 16%	-	1 *	1 2%
Would not vote	101 10%	43 9%	58 11%	6 6%	31 22%	21 11%	20 11%	11 6%	13 6%	10 6%	32 11%	24 10%	30 11%	-	-	-	-	-	1 *	4 1%	-
Refused	67 7%	32 7%	35 7%	6 6%	4 3%	5 3%	9 5%	10 6%	31 14%	14 8%	18 6%	11 4%	20 7%	-	-	-	-	-	11 5%	6 2%	1 2%
Don't know	196 20%	81 17%	115 23%	24 24%	22 15%	35 20%	39 22%	38 22%	37 16%	26 16%	58 21%	48 19%	48 18%	-	-	-	-	-	43 18%	40 17%	18 27%

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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	460	230	231	20	35	59	80	107	160	173	91	70	120	156	179	17	94	15	171	167	26
Weighted base	433	233	200	35	38	82	83	86	110	84	120	108	113	138	170	18	90	18	147	146	35
Conservative	138	77	61	15	12	25	23	29	33	37	44	26	28	138	-	-	-	-	103	4	5
	32%	33%	30%	44%	33%	31%	27%	34%	30%	44%	37%	24%	25%	100%	-	-	-	-	70%	3%	13%
Labour	170	79	91	15	9	31	34	29	51	23	45	40	60	-	170	-	-	-	6	125	8
	39%	34%	45%	44%	25%	38%	41%	34%	47%	27%	37%	37%	53%	-	100%	-	-	-	4%	85%	22%
Liberal Democrat	18	11	7	1	3	7	1	2	4	4	4	5	4	-	-	18	-	-	1	1	12
	4%	5%	4%	2%	7%	9%	1%	2%	4%	4%	3%	5%	3%	-	-	100%	-	-	1%	1%	33%
The UK Independence Party (UKIP)	90	55	35	3	11	12	21	24	20	18	21	34	16	-	-	-	90	-	32	15	8
	21%	23%	17%	9%	28%	14%	26%	28%	18%	22%	17%	31%	14%	-	-	-	100%	-	22%	10%	22%
The Green Party	11	6	5	1	3	4	2	*	1	2	3	2	1	-	-	-	-	11	4	1	2
	2%	3%	2%	2%	8%	5%	2%	*	1%	2%	3%	2%	1%	-	-	-	-	59%	3%	*	7%
The British National Party (BNP)	6	5	1	-	-	3	3	-	1	1	3	*	2	-	-	-	-	6	-	-	-
	1%	2%	1%	-	-	3%	3%	-	1%	1%	3%	*	2%	-	-	-	-	32%	-	-	-
Some other party	2	1	1	-	*	1	*	1	*	*	1	-	1	-	-	-	-	2	-	*	1
	*	*	1%	-	*	1%	*	1%	*	*	*	-	1%	-	-	-	-	9%	-	*	3%

North Warwickshire Poll
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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	33%
Labour	39%
Liberal Democrat	5%
UKIP	19%
Other	4%

North Warwickshire Poll

CATI Fieldwork : 31st March - 6th April 2014

Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

Base: All respondents

	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	1001	447	554	57	112	126	169	202	332	323	203	154	279	209	245	27	137	29	268	266	52
Weighted base	1001	491	510	100	140	180	180	170	230	163	278	249	269	192	245	31	134	36	238	243	65
Conservative	213	120	93	27	22	37	37	37	53	48	64	58	41	164	4	9	12	1	140	6	11
	21%	24%	18%	27%	16%	21%	20%	22%	23%	29%	23%	23%	15%	86%	2%	30%	9%	2%	59%	2%	18%
Labour	288	128	161	27	35	57	47	53	70	38	75	75	90	7	230	5	11	6	11	178	20
	29%	26%	31%	27%	25%	31%	26%	31%	31%	23%	27%	30%	34%	4%	94%	17%	8%	16%	5%	73%	31%
Liberal Democrat	23	10	14	2	8	2	3	5	4	5	2	5	10	2	2	15	*	2	1	4	8
	2%	2%	3%	2%	6%	1%	2%	3%	2%	3%	1%	2%	4%	1%	1%	48%	*	4%	1%	2%	12%
The UK Independence Party (UKIP)	115	68	47	10	11	21	26	25	21	20	25	39	30	4	2	1	95	3	31	16	5
	11%	14%	9%	10%	8%	12%	15%	15%	9%	12%	9%	16%	11%	2%	1%	3%	71%	9%	13%	7%	8%
The Green Party	15	6	9	1	4	8	-	1	1	3	4	4	2	-	-	-	1	12	4	4	3
	2%	1%	2%	1%	3%	5%	-	1%	*	2%	1%	2%	1%	-	-	-	1%	34%	2%	2%	4%
The British National Party (BNP)	6	6	-	-	-	2	3	-	-	-	2	2	1	-	-	-	-	6	-	-	-
	1%	1%	-	-	-	1%	2%	-	-	-	1%	1%	1%	-	-	-	-	16%	-	-	-
Some other party	1	1	*	-	-	-	-	-	1	*	-	1	-	-	-	-	1	-	-	-	*
	*	*	*	-	-	-	-	-	1%	*	-	*	-	-	-	-	1%	-	-	-	1%
Would not vote	101	43	58	6	31	21	20	11	13	10	32	24	30	-	-	-	-	-	1	4	-
	10%	9%	11%	6%	22%	11%	11%	6%	6%	6%	11%	10%	11%	-	-	-	-	-	*	1%	-
Refused	48	26	23	6	-	4	5	9	23	9	13	6	17	*	-	-	2	-	5	3	-
	5%	5%	4%	6%	-	2%	3%	5%	10%	5%	5%	2%	6%	*	-	-	1%	-	2%	1%	-
Don't know	190	83	107	22	28	28	39	30	43	30	62	36	48	15	7	*	12	7	45	29	18
	19%	17%	21%	22%	20%	16%	22%	17%	19%	19%	22%	14%	18%	8%	3%	1%	9%	20%	19%	12%	27%

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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	480	235	245	20	36	61	85	116	162	174	95	77	125	145	174	16	86	13	178	178	29	
Weighted base	457	241	216	37	39	86	88	94	113	85	126	119	117	129	166	17	83	16	154	160	37	
Conservative	155	89	66	16	11	29	28	29	41	36	50	38	30	120	3	6	9	1	116	5	9	
	34%	37%	31%	44%	27%	34%	32%	31%	37%	42%	39%	32%	26%	93%	2%	33%	11%	4%	75%	3%	24%	
Labour	199	91	108	17	16	37	35	41	53	28	56	47	64	5	163	4	7	1	8	137	16	
	44%	38%	50%	45%	40%	43%	40%	44%	47%	32%	45%	39%	55%	4%	98%	20%	9%	8%	5%	85%	43%	
Liberal Democrat	13	6	7	*	3	1	1	4	4	4	1	2	6	1	*	8	*	*	1	3	6	
	3%	2%	3%	1%	7%	1%	1%	4%	3%	5%	1%	2%	5%	1%	*	46%	*	*	1%	2%	15%	
The UK Independence Party (UKIP)	73	44	29	3	7	11	20	20	13	15	14	27	15	3	*	*	65	1	26	13	4	
	16%	18%	13%	9%	18%	13%	23%	21%	11%	18%	11%	23%	13%	3%	*	1%	78%	8%	17%	8%	10%	
The Green Party	10	5	5	1	3	6	-	*	1	2	3	2	1	-	-	-	*	8	3	2	2	
	2%	2%	3%	1%	7%	7%	-	*	1%	2%	3%	2%	1%	-	-	-	*	49%	2%	1%	6%	
The British National Party (BNP)	5	5	-	-	-	2	3	-	-	-	2	2	1	-	-	-	-	5	-	-	-	
	1%	2%	-	-	-	2%	3%	-	-	-	2%	1%	1%	-	-	-	-	31%	-	-	-	
Some other party	1	1	*	-	-	-	-	-	1	*	-	1	-	-	-	-	1	-	-	-	*	
	*	*	*	-	-	-	-	-	1%	*	-	1%	-	-	-	-	1%	-	-	-	1%	

North Warwickshire 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	35%
Labour	43%
Liberal Democrat	3%
UKIP	15%
Other	4%

North Warwickshire 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	1001	447	554	57	112	126	169	202	332	323	203	154	279	209	245	27	137	29	268	266	52
Weighted base	1001	491	510	100	140	180	180	170	230	163	278	249	269	192	245	31	134	36	238	243	65
I would not vote Liberal Democrat	535 53%	277 56%	258 50%	48 48%	66 47%	91 51%	92 51%	104 61%	134 58%	97 60%	140 51%	138 55%	142 53%	98 51%	158 64%	-	104 77%	15 42%	138 58%	154 63%	24 37%
I would not vote UKIP	473 47%	217 44%	256 50%	48 49%	70 50%	82 46%	79 44%	82 48%	112 49%	90 55%	127 46%	116 46%	122 45%	122 64%	172 71%	14 47%	-	15 42%	114 48%	147 61%	25 38%
I would not vote Conservative	424 42%	215 44%	209 41%	31 31%	57 41%	80 44%	68 38%	85 50%	102 45%	55 34%	102 37%	116 46%	132 49%	-	192 79%	10 32%	72 54%	21 60%	16 7%	180 74%	35 53%
I would not vote Labour	334 33%	179 36%	155 30%	21 22%	40 28%	60 33%	68 38%	64 37%	81 35%	68 41%	89 32%	80 32%	86 32%	116 61%	-	8 25%	83 61%	13 38%	140 59%	15 6%	20 30%
None of these - I would potentially vote for all of them	146 15%	65 13%	80 16%	21 21%	22 15%	25 14%	28 16%	18 10%	32 14%	18 11%	49 18%	34 14%	37 14%	20 11%	12 5%	8 27%	9 7%	4 11%	24 10%	18 8%	11 17%
Don't know	33 3%	15 3%	18 4%	5 5%	6 4%	7 4%	2 1%	4 2%	8 3%	3 2%	11 4%	5 2%	10 4%	-	-	-	1 1%	2 6%	6 3%	-	-

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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	1001	447	554	57	112	126	169	202	332	323	203	154	279	209	245	27	137	29	268	266	52	
Weighted base	1001	491	510	100	140	180	180	170	230	163	278	249	269	192	245	31	134	36	238	243	65	
NET: Well	562	314	248	65	66	88	99	104	140	108	166	129	138	161	118	15	58	20	192	118	29	
	56%	64%	49%	65%	47%	49%	55%	61%	61%	66%	60%	52%	51%	84%	48%	48%	43%	56%	81%	48%	44%	
Very well	(4)	33	22	10	3	2	8	4	8	8	5	5	10	11	17	7	-	3	-	12	6	2
		3%	5%	2%	3%	1%	4%	2%	5%	3%	3%	2%	4%	4%	9%	3%	-	3%	-	5%	3%	4%
Quite well	(3)	530	292	238	62	64	80	95	96	132	103	161	119	126	144	111	15	54	20	180	111	27
		53%	60%	47%	62%	46%	45%	53%	56%	58%	63%	58%	48%	47%	75%	45%	48%	40%	56%	76%	46%	41%
Quite badly	(2)	320	142	178	30	54	76	61	43	55	40	82	93	91	23	96	16	59	10	37	85	30
		32%	29%	35%	30%	38%	42%	34%	26%	24%	25%	29%	37%	34%	12%	39%	52%	44%	29%	16%	35%	46%
Very badly	(1)	79	22	57	2	14	12	14	19	17	10	21	18	24	4	26	-	13	2	3	27	4
		8%	4%	11%	2%	10%	7%	8%	11%	7%	6%	7%	7%	9%	2%	11%	-	10%	7%	1%	11%	7%
NET: Badly		398	164	234	33	67	88	74	63	71	50	102	111	116	27	122	16	73	13	40	112	34
		40%	33%	46%	33%	48%	49%	41%	37%	31%	31%	37%	45%	43%	14%	50%	52%	54%	36%	17%	46%	52%
Don't know		40	12	28	3	6	4	6	3	18	5	10	9	15	4	4	-	4	3	6	13	2
		4%	2%	6%	3%	5%	2%	4%	2%	8%	3%	4%	4%	6%	2%	2%	-	3%	8%	2%	6%	3%
Mean		2.54	2.66	2.42	2.67	2.41	2.48	2.52	2.56	2.62	2.66	2.56	2.50	2.49	2.92	2.42	2.48	2.37	2.54	2.87	2.42	2.43
Standard deviation		0.69	0.64	0.72	0.58	0.69	0.69	0.68	0.76	0.69	0.65	0.66	0.70	0.73	0.54	0.72	0.51	0.70	0.64	0.49	0.74	0.68
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.05	0.04	0.04	0.05	0.06	0.05	0.04	0.05	0.10	0.06	0.12	0.03	0.05	0.10

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Absolutes/col percents

Table 10

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

Base: All respondents

	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	1001	447	554	57	112	126	169	202	332	323	203	154	279	209	245	27	137	29	268	266	52	
Weighted base	1001	491	510	100	140	180	180	170	230	163	278	249	269	192	245	31	134	36	238	243	65	
NET: Well	561	308	253	80	72	89	94	94	131	109	165	123	139	160	127	15	60	17	182	111	34	
	56%	63%	50%	80%	51%	50%	52%	55%	57%	67%	59%	49%	52%	83%	52%	48%	44%	48%	76%	46%	52%	
Very well	(4)	45	33	12	13	3	11	2	8	9	10	11	12	10	20	9	2	2	1	16	6	3
		5%	7%	2%	13%	2%	6%	1%	4%	4%	6%	4%	5%	4%	11%	4%	7%	2%	2%	7%	2%	5%
Quite well	(3)	516	275	241	67	69	78	92	87	122	100	153	111	129	140	118	13	57	16	166	106	31
		52%	56%	47%	67%	49%	44%	51%	53%	61%	55%	45%	48%	73%	48%	41%	43%	45%	70%	44%	47%	
Quite badly	(2)	316	139	177	15	52	71	57	56	65	41	70	98	94	25	92	16	56	14	40	98	19
		32%	28%	35%	15%	37%	40%	32%	33%	28%	25%	25%	39%	35%	13%	38%	52%	42%	40%	17%	40%	29%
Very badly	(1)	80	29	51	3	9	15	21	16	15	8	29	19	21	1	19	-	14	4	4	22	10
		8%	6%	10%	3%	7%	9%	12%	9%	6%	5%	10%	8%	8%	*	8%	-	11%	10%	2%	9%	16%
NET: Badly		396	168	228	18	61	87	79	71	80	49	99	118	115	25	112	16	71	18	45	119	29
		40%	34%	45%	18%	44%	48%	44%	42%	35%	30%	35%	47%	43%	13%	46%	52%	53%	50%	19%	49%	45%
Don't know		43	14	29	2	7	4	7	4	19	5	15	9	14	7	6	-	4	1	11	13	2
		4%	3%	6%	2%	5%	2%	4%	2%	8%	3%	5%	3%	5%	3%	2%	-	3%	2%	5%	5%	3%
Mean		2.55	2.66	2.44	2.92	2.50	2.48	2.43	2.52	2.60	2.70	2.56	2.48	2.51	2.97	2.49	2.56	2.37	2.41	2.86	2.41	2.43
Standard deviation		0.71	0.70	0.71	0.63	0.66	0.74	0.72	0.73	0.69	0.66	0.75	0.71	0.71	0.51	0.70	0.64	0.70	0.72	0.55	0.69	0.83
Standard error		0.02	0.03	0.03	0.08	0.06	0.07	0.06	0.05	0.04	0.04	0.05	0.06	0.04	0.04	0.05	0.12	0.06	0.14	0.03	0.04	0.12

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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	1001	447	554	57	112	126	169	202	332	323	203	154	279	209	245	27	137	29	268	266	52
Weighted base	1001	491	510	100	140	180	180	170	230	163	278	249	269	192	245	31	134	36	238	243	65
I am satisfied with the job David Cameron is doing overall as Prime Minister	286 29%	143 29%	143 28%	48 48%	37 27%	53 29%	52 29%	39 23%	57 25%	53 32%	82 29%	75 30%	67 25%	123 64%	44 18%	4 14%	24 18%	4 11%	126 53%	39 16%	10 15%
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	303 30%	152 31%	151 30%	12 12%	50 36%	63 35%	57 32%	53 31%	68 30%	59 36%	87 31%	67 27%	78 29%	60 31%	40 16%	21 69%	70 52%	15 42%	90 38%	42 17%	32 49%
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.	258 26%	124 25%	135 26%	29 29%	42 30%	43 24%	42 23%	44 26%	58 25%	32 20%	73 26%	67 27%	79 29%	6 3%	150 61%	4 12%	23 17%	11 31%	11 5%	131 54%	20 31%
Refused	37 4%	18 4%	19 4%	- -	1 1%	3 2%	7 4%	9 5%	14 6%	4 2%	7 2%	8 3%	14 5%	2 1%	2 1%	- -	4 3%	- -	4 2%	9 3%	- -
Don't know	117 12%	54 11%	63 12%	11 11%	9 7%	17 9%	23 13%	24 14%	32 14%	15 9%	30 11%	32 13%	31 12%	1 1%	9 4%	1 5%	14 10%	6 17%	7 3%	24 10%	4 6%

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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	1001	447	554	57	112	126	169	202	332	323	203	154	279	209	245	27	137	29	268	266	52
Weighted base	1001	491	510	100	140	180	180	170	230	163	278	249	269	192	245	31	134	36	238	243	65
The Conservatives	186 19%	90 18%	96 19%	12 12%	28 20%	35 19%	26 15%	45 27%	38 17%	35 21%	57 21%	51 21%	37 14%	44 23%	35 14%	8 28%	29 22%	5 14%	63 26%	40 16%	20 31%
Labour	117 12%	63 13%	53 10%	13 13%	19 13%	15 8%	15 8%	29 17%	26 11%	24 15%	22 8%	29 12%	37 14%	22 12%	40 16%	5 18%	15 11%	2 7%	29 12%	35 14%	9 13%
The UK Independence Party (UKIP)	28 3%	13 3%	14 3%	6 6%	5 3%	4 2%	2 1%	6 4%	5 2%	7 4%	7 3%	1 *	11 4%	3 2%	8 3%	1 5%	7 5%	* 1%	3 1%	5 2%	5 7%
The Liberal Democrat	16 2%	5 1%	11 2%	1 1%	2 1%	4 2%	4 2%	2 1%	3 1%	4 3%	2 1%	2 1%	4 1%	2 1%	1 1%	1 2%	* 11%	4 11%	1 1%	4 2%	3 5%
None of them	718 72%	355 72%	363 71%	78 78%	97 69%	129 72%	140 78%	104 61%	169 74%	110 67%	204 73%	180 72%	195 73%	135 70%	180 73%	18 58%	93 69%	25 69%	156 66%	176 73%	40 61%
Don't know	15 1%	3 1%	12 2%	1 1%	3 2%	2 1%	2 1%	1 1%	5 2%	4 2%	2 1%	- -	8 3%	1 1%	2 1%	- -	- -	1 2%	1 1%	1 *	- -

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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	1001	447	554	57	112	126	169	202	332	323	203	154	279	209	245	27	137	29	268	266	52
Weighted base	1001	491	510	100	140	180	180	170	230	163	278	249	269	192	245	31	134	36	238	243	65
A Labour government	323	147	176	28	50	62	54	49	79	40	80	89	103	2	195	3	36	14	17	178	21
	32%	30%	34%	28%	36%	34%	30%	29%	34%	25%	29%	36%	39%	1%	80%	10%	27%	38%	7%	73%	32%
A Conservative government	277	156	121	36	31	47	56	41	66	62	81	60	64	150	8	2	45	5	165	14	4
	28%	32%	24%	36%	22%	26%	31%	24%	29%	38%	29%	24%	24%	78%	3%	7%	33%	13%	69%	6%	5%
A coalition between Labour and the Liberal Democrats	106	51	55	10	14	29	13	23	16	14	36	29	24	6	32	6	17	7	7	28	14
	11%	10%	11%	11%	10%	16%	7%	14%	7%	8%	13%	12%	9%	3%	13%	20%	12%	19%	3%	11%	21%
A coalition between the Conservatives and the Liberal Democrats	105	53	52	7	21	14	21	21	19	20	33	25	25	34	5	18	15	4	31	3	17
	10%	11%	10%	7%	15%	8%	12%	13%	8%	12%	12%	10%	9%	18%	2%	57%	11%	11%	13%	1%	26%
Don't know	190	83	107	19	23	28	35	35	49	28	49	46	52	1	5	2	22	7	18	20	10
	19%	17%	21%	19%	17%	15%	20%	21%	22%	17%	18%	18%	19%	*	2%	5%	16%	18%	7%	8%	15%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	447 45%	491 49%
Female	554 55%	510 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	1001	1001
Weighted base	1001	1001
18-24	57 6%	100 10%
25-34	112 11%	140 14%
35-44	126 13%	180 18%
45-54	169 17%	180 18%
55-64	202 20%	170 17%
65 or older	332 33%	230 23%
Refused	3 *	3 *

North Warwickshire Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	104 10%	52 5%
B	219 22%	111 11%
C1	203 20%	278 28%
C2	154 15%	249 25%
D	117 12%	139 14%
E	162 16%	130 13%
Refused	42 4%	42 4%

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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	1001	1001
Weighted base	1001	1001
Conservative	268 27%	238 24%
Labour	266 27%	243 24%
Liberal Democrats	52 5%	65 7%
Another party	42 4%	49 5%
Did not vote	255 25%	302 30%
Refused	62 6%	50 5%
Don't know	56 6%	53 5%