

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1002	451	551	69	145	144	168	176	295	276	213	173	290	171	223	44	157	21	223	227	101	
Weighted base	1002	501	501	179	199	159	160	120	180	162	295	219	276	144	216	53	159	26	182	189	102	
Certain to vote	(10)	501	276	225	52	86	67	96	81	115	89	176	93	124	103	128	33	111	11	138	142	76
		50%	55%	45%	29%	43%	42%	60%	68%	64%	55%	59%	42%	45%	71%	59%	62%	70%	42%	76%	75%	74%
	(9)	41	19	22	8	4	10	5	7	8	11	11	6	9	9	10	1	5	2	14	7	3
		4%	4%	4%	5%	2%	6%	3%	5%	4%	7%	4%	3%	3%	6%	5%	3%	3%	9%	8%	4%	3%
	(8)	84	33	50	18	14	19	13	7	13	16	26	17	20	10	22	12	14	-	9	9	12
		8%	7%	10%	10%	7%	12%	8%	6%	7%	10%	9%	8%	7%	7%	10%	22%	9%	-	5%	5%	12%
	(7)	37	20	18	8	9	3	7	2	8	7	6	15	8	8	10	3	2	1	4	4	4
		4%	4%	4%	4%	4%	2%	5%	2%	4%	4%	2%	7%	3%	6%	5%	5%	1%	2%	2%	2%	4%
	(6)	26	14	11	9	5	2	5	1	3	6	9	1	5	5	7	1	3	1	2	3	2
		3%	3%	2%	5%	3%	2%	3%	1%	2%	4%	3%	1%	2%	3%	3%	1%	2%	5%	1%	1%	2%
	(5)	77	29	48	16	18	14	13	7	8	10	18	16	31	8	23	1	15	6	9	9	3
		8%	6%	9%	9%	9%	9%	8%	5%	5%	6%	6%	8%	11%	5%	10%	2%	9%	23%	5%	5%	3%
	(4)	27	10	17	10	10	2	2	-	1	3	4	12	7	2	6	-	6	3	1	8	-
		3%	2%	3%	6%	5%	1%	2%	-	1%	2%	1%	6%	3%	1%	3%	-	4%	13%	*	4%	-
	(3)	22	7	15	5	9	4	2	1	1	1	6	6	9	-	7	2	1	1	-	2	-
		2%	1%	3%	3%	4%	2%	1%	1%	1%	1%	2%	3%	3%	-	3%	4%	1%	6%	-	1%	-
	(2)	14	8	6	4	3	4	3	*	1	2	-	8	1	1	2	-	3	-	-	2	2
		1%	2%	1%	2%	2%	2%	2%	*	*	1%	-	4%	*	*	1%	-	2%	-	-	1%	2%
Definitely would not vote	(1)	165	81	84	46	41	33	11	13	20	17	39	44	56	-	-	-	-	-	3	4	2
		16%	16%	17%	26%	21%	21%	7%	11%	11%	10%	13%	20%	20%	-	-	-	-	-	2%	2%	2%
Don't know		8	3	5	3	-	2	1	1	1	-	1	-	5	-	-	-	-	-	2	1	-
		1%	1%	1%	1%	-	1%	1%	1%	1%	-	*	-	2%	-	-	-	-	-	1%	*	-
Mean		7.26	7.48	7.04	5.87	6.55	6.81	8.16	8.38	8.23	7.97	7.89	6.59	6.78	9.13	8.45	8.90	8.84	7.31	9.28	8.96	9.11
Standard deviation		3.46	3.46	3.46	3.62	3.64	3.64	2.84	2.99	3.02	3.01	3.21	3.64	3.63	1.63	2.25	1.78	2.09	2.71	1.73	2.21	1.95
Standard error		0.11	0.16	0.15	0.44	0.30	0.30	0.22	0.23	0.18	0.18	0.22	0.28	0.21	0.12	0.15	0.27	0.17	0.59	0.12	0.15	0.19

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th May 2014

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	1002	451	551	69	145	144	168	176	295	276	213	173	290	171	223	44	157	21	223	227	101
Weighted base	1002	501	501	179	199	159	160	120	180	162	295	219	276	144	216	53	159	26	182	189	102
Conservative	144	63	81	17	25	14	26	18	41	34	47	21	34	144	-	-	-	-	101	1	7
	14%	13%	16%	9%	13%	9%	17%	15%	23%	21%	16%	9%	12%	100%	-	-	-	-	56%	1%	7%
Labour	216	109	107	41	40	35	42	27	29	45	66	41	56	-	216	-	-	-	5	117	15
	22%	22%	21%	23%	20%	22%	26%	23%	16%	28%	22%	19%	20%	-	100%	-	-	-	3%	62%	15%
Liberal Democrat	53	30	24	11	17	11	5	4	4	12	20	10	11	-	-	53	-	-	2	4	32
	5%	6%	5%	6%	9%	7%	3%	3%	2%	7%	7%	5%	4%	-	-	100%	-	-	1%	2%	31%
The UK Independence Party (UKIP)	159	100	59	23	21	19	32	32	31	16	50	41	45	-	-	-	159	-	36	22	16
	16%	20%	12%	13%	10%	12%	20%	27%	17%	10%	17%	19%	16%	-	-	-	100%	-	20%	12%	16%
The Green Party	14	8	6	3	4	2	3	*	1	4	3	5	1	-	-	-	-	14	1	4	2
	1%	2%	1%	2%	2%	2%	2%	*	*	3%	1%	2%	1%	-	-	-	-	54%	*	2%	2%
The British National Party (BNP)	6	4	3	3	2	-	1	-	-	-	1	2	3	-	-	-	-	6	-	-	2
	1%	1%	1%	1%	1%	-	1%	-	-	-	*	1%	1%	-	-	-	-	24%	-	-	2%
Some other party	6	-	6	4	-	-	-	1	1	1	4	-	1	-	-	-	-	6	-	1	-
	1%	-	1%	2%	-	-	-	1%	*	1%	1%	-	*	-	-	-	-	22%	-	*	-
Would not vote	165	81	84	46	41	33	11	13	20	17	39	44	56	-	-	-	-	-	3	4	2
	16%	16%	17%	26%	21%	21%	7%	11%	11%	10%	13%	20%	20%	-	-	-	-	-	2%	2%	2%
Refused	67	35	32	-	6	15	10	10	25	8	22	13	16	-	-	-	-	-	9	8	6
	7%	7%	6%	-	3%	10%	6%	8%	14%	5%	8%	6%	6%	-	-	-	-	-	5%	4%	6%
Don't know	171	71	100	30	42	28	27	15	28	25	44	42	52	-	-	-	-	-	25	28	19
	17%	14%	20%	17%	21%	18%	17%	13%	15%	15%	15%	19%	19%	-	-	-	-	-	14%	15%	19%

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th May 2014

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	457	218	239	26	52	55	86	95	140	144	111	69	117	134	160	33	118	13	144	142	60
Weighted base	427	232	195	64	70	56	83	66	85	82	145	78	105	111	146	40	116	13	120	119	60
Conservative	111	49	62	10	19	9	21	15	34	24	40	15	27	111	-	-	-	-	85	1	6
	26%	21%	32%	15%	27%	17%	26%	23%	40%	30%	28%	20%	25%	100%	-	-	-	-	71%	1%	10%
Labour	146	78	69	24	25	24	29	22	22	32	48	23	37	-	146	-	-	-	3	94	11
	34%	34%	35%	37%	35%	43%	35%	33%	26%	39%	33%	29%	35%	-	100%	-	-	-	2%	79%	18%
Liberal Democrat	40	24	16	9	12	8	5	4	2	9	15	8	8	-	-	40	-	-	2	4	27
	9%	10%	8%	14%	17%	15%	6%	6%	3%	11%	10%	10%	8%	-	-	100%	-	-	1%	3%	45%
The UK Independence Party (UKIP)	116	76	40	17	11	14	24	24	26	12	37	29	32	-	-	-	116	-	30	18	12
	27%	33%	21%	27%	15%	24%	30%	37%	31%	15%	25%	38%	31%	-	-	-	100%	-	25%	15%	21%
The Green Party	5	2	3	*	2	1	1	*	1	3	1	*	*	-	-	-	-	5	*	1	2
	1%	1%	2%	*	3%	2%	2%	*	1%	4%	1%	*	*	-	-	-	-	40%	*	1%	3%
The British National Party (BNP)	4	3	*	*	2	-	1	-	-	-	1	2	*	-	-	-	-	4	-	-	2
	1%	1%	*	*	3%	-	2%	-	-	-	1%	3%	*	-	-	-	-	27%	-	-	3%
Some other party	4	-	4	4	-	-	-	*	*	1	3	-	*	-	-	-	-	4	-	*	-
	1%	-	2%	6%	-	-	-	*	1%	1%	2%	-	*	-	-	-	-	33%	-	*	-

Southampton Itchen Poll
CATI Fieldwork : 28th April-4th May 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	27%
Labour	35%
Liberal Democrat	10%
UKIP	25%
Other	3%

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 5

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1002	451	551	69	145	144	168	176	295	276	213	173	290	171	223	44	157	21	223	227	101
Weighted base	1002	501	501	179	199	159	160	120	180	162	295	219	276	144	216	53	159	26	182	189	102
Conservative	154 15%	65 13%	89 18%	10 6%	29 14%	14 9%	28 18%	21 18%	49 27%	30 19%	47 16%	22 10%	45 16%	120 83%	* *	1 2%	15 9%	2 7%	104 57%	2 1%	9 8%
Labour	236 24%	115 23%	121 24%	45 25%	43 22%	40 25%	46 29%	27 22%	34 19%	50 31%	71 24%	41 19%	66 24%	2 1%	200 93%	2 4%	5 3%	2 7%	4 2%	131 70%	18 18%
Liberal Democrat	67 7%	33 7%	34 7%	11 6%	19 9%	15 9%	7 5%	8 6%	7 4%	12 7%	27 9%	13 6%	13 5%	5 4%	3 1%	49 92%	2 2%	1 3%	6 3%	6 3%	37 36%
The UK Independence Party (UKIP)	134 13%	83 17%	51 10%	26 14%	14 7%	17 10%	28 18%	26 22%	23 13%	14 9%	40 14%	38 17%	38 14%	4 2%	1 1%	-	121 76%	3 10%	33 18%	17 9%	10 10%
The Green Party	14 1%	9 2%	5 1%	5 3%	3 2%	1 1%	2 2%	* *	1 1%	4 3%	3 1%	5 2%	2 1%	2 1%	1 *	-	-	11 40%	-	4 2%	2 2%
The British National Party (BNP)	5 1%	5 1%	-	-	2 1%	2 1%	1 1%	-	-	-	3 1%	-	2 1%	-	-	-	-	1 6%	-	-	-
Some other party	8 1%	4 1%	4 1%	4 2%	2 1%	2 1%	1 *	-	-	2 1%	3 1%	4 2%	-	-	-	-	-	4 17%	-	1 *	-
Would not vote	165 16%	81 16%	84 17%	46 26%	41 21%	33 21%	11 7%	13 11%	20 11%	17 10%	39 13%	44 20%	56 20%	-	-	-	-	-	3 2%	4 2%	2 2%
Refused	42 4%	27 5%	15 3%	3 1%	3 1%	10 6%	4 3%	9 8%	13 7%	6 4%	10 3%	9 4%	9 3%	1 *	-	-	-	-	4 2%	5 2%	3 3%
Don't know	175 17%	78 16%	97 19%	29 16%	43 22%	26 16%	29 18%	16 13%	31 17%	28 17%	52 18%	44 20%	46 17%	11 8%	11 5%	1 2%	16 10%	3 11%	28 16%	20 11%	21 21%

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th May 2014

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	220	260	24	55	61	90	98	149	147	117	72	127	126	156	33	107	11	149	151	64	
Weighted base	445	234	211	62	73	63	86	66	91	83	150	82	112	103	142	40	105	11	122	126	62	
Conservative	119	52	67	5	19	10	23	19	40	23	39	17	34	94	*	1	11	1	89	1	7	
	27%	22%	32%	8%	26%	16%	26%	28%	44%	28%	26%	21%	30%	91%	*	2%	10%	7%	73%	1%	11%	
Labour	162	83	80	25	29	27	33	22	26	35	55	22	44	2	137	2	4	1	3	105	14	
	37%	35%	38%	41%	39%	44%	38%	33%	28%	42%	37%	27%	39%	2%	97%	5%	4%	12%	2%	83%	23%	
Liberal Democrat	51	27	24	9	13	12	6	6	5	10	20	11	9	4	3	37	2	*	4	5	31	
	11%	11%	12%	14%	18%	19%	7%	9%	6%	12%	14%	13%	8%	4%	2%	93%	2%	1%	4%	4%	50%	
The UK Independence Party (UKIP)	96	62	34	17	8	10	22	20	19	11	29	28	24	3	1	-	89	*	25	14	9	
	22%	26%	16%	28%	11%	16%	25%	30%	21%	13%	19%	34%	21%	3%	1%	-	84%	3%	21%	11%	14%	
The Green Party	5	4	2	2	2	*	1	*	1	4	1	*	*	1	1	-	-	3	-	*	1	
	1%	2%	1%	3%	2%	*	1%	*	1%	4%	1%	*	*	1%	*	-	-	30%	-	*	2%	
The British National Party (BNP)	4	4	-	-	*	2	1	-	-	-	3	-	*	-	-	-	-	1	-	-	-	
	1%	2%	-	-	1%	3%	2%	-	-	-	2%	-	*	-	-	-	-	12%	-	-	-	
Some other party	8	4	4	4	2	1	*	-	-	1	3	3	-	-	-	-	-	4	-	*	-	
	2%	2%	2%	6%	2%	2%	1%	-	-	2%	2%	4%	-	-	-	-	-	35%	-	*	-	

Southampton Itchen Poll
CATI Fieldwork : 28th April-4th May 2014

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	28%
Labour	36%
Liberal Democrat	12%
UKIP	20%
Other	4%

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th May 2014

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	1002	451	551	69	145	144	168	176	295	276	213	173	290	171	223	44	157	21	223	227	101
Weighted base	1002	501	501	179	199	159	160	120	180	162	295	219	276	144	216	53	159	26	182	189	102
I would not vote Liberal Democrat	558 56%	299 60%	259 52%	87 48%	105 53%	78 49%	102 64%	73 61%	112 63%	82 51%	158 54%	132 60%	157 57%	92 64%	132 61%	- -	129 81%	18 67%	134 73%	117 62%	25 25%
I would not vote UKIP	530 53%	269 54%	261 52%	101 56%	121 60%	83 52%	80 50%	56 46%	86 48%	106 66%	168 57%	105 48%	120 43%	97 67%	173 80%	43 82%	- -	17 65%	87 48%	118 63%	58 57%
I would not vote Conservative	501 50%	263 53%	238 47%	89 50%	105 52%	77 48%	87 55%	66 55%	75 42%	83 51%	138 47%	114 52%	141 51%	- -	176 81%	26 49%	103 65%	22 83%	25 14%	142 75%	60 58%
I would not vote Labour	426 42%	227 45%	199 40%	69 39%	72 36%	63 39%	76 48%	55 46%	88 49%	63 39%	126 43%	95 43%	118 43%	118 82%	- -	20 37%	125 79%	21 81%	133 73%	20 11%	41 40%
None of these - I would potentially vote for all of them	104 10%	40 8%	64 13%	17 9%	21 11%	21 13%	17 10%	10 9%	18 10%	11 7%	27 9%	25 11%	35 13%	5 3%	13 6%	1 3%	9 6%	1 2%	7 4%	12 6%	7 7%
Don't know	38 4%	10 2%	27 5%	12 7%	9 5%	6 4%	2 1%	2 2%	5 3%	1 1%	15 5%	8 4%	10 4%	3 2%	2 1%	- -	- -	- -	3 2%	1 *	1 1%

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th May 2014

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	1002	451	551	69	145	144	168	176	295	276	213	173	290	171	223	44	157	21	223	227	101	
Weighted base	1002	501	501	179	199	159	160	120	180	162	295	219	276	144	216	53	159	26	182	189	102	
NET: Well	589	297	291	102	120	93	85	69	118	105	193	126	142	129	124	43	67	10	140	98	68	
	59%	59%	58%	57%	60%	58%	53%	58%	65%	65%	65%	57%	51%	89%	57%	81%	42%	37%	77%	52%	66%	
Very well	(4)	40	24	16	4	10	3	9	6	9	7	17	3	11	5	2	5	-	13	6	6	
	4%	5%	3%	2%	5%	2%	5%	5%	5%	4%	6%	2%	4%	10%	2%	4%	3%	-	7%	3%	6%	
Quite well	(3)	548	273	275	98	110	90	76	63	108	98	176	122	131	114	119	41	62	10	127	92	62
	55%	55%	55%	55%	55%	56%	48%	53%	60%	61%	60%	56%	48%	79%	55%	77%	39%	37%	70%	49%	61%	
Quite badly	(2)	285	139	146	48	48	55	58	40	35	51	66	64	90	13	70	10	63	9	32	57	26
	28%	28%	29%	27%	24%	34%	36%	33%	20%	32%	22%	29%	33%	9%	33%	19%	40%	34%	18%	30%	26%	
Very badly	(1)	91	46	45	20	24	11	14	7	15	5	24	23	32	1	13	-	26	8	3	27	5
	9%	9%	9%	11%	12%	7%	9%	6%	8%	3%	8%	11%	12%	*	6%	-	16%	29%	2%	14%	5%	
NET: Badly	376	184	191	68	73	65	72	47	50	56	90	87	122	14	83	10	89	17	35	84	31	
	37%	37%	38%	38%	36%	41%	45%	39%	28%	35%	30%	40%	44%	10%	38%	19%	56%	63%	19%	44%	30%	
Don't know	38	19	19	10	7	2	3	4	12	1	12	6	12	2	9	-	3	-	7	7	3	
	4%	4%	4%	6%	3%	1%	2%	3%	7%	1%	4%	3%	4%	1%	4%	-	2%	-	4%	4%	3%	
Mean	2.56	2.57	2.54	2.51	2.55	2.54	2.51	2.58	2.67	2.66	2.66	2.50	2.46	3.00	2.56	2.85	2.29	2.08	2.85	2.42	2.69	
Standard deviation	0.72	0.73	0.71	0.73	0.78	0.65	0.74	0.69	0.72	0.60	0.72	0.71	0.76	0.46	0.65	0.46	0.78	0.82	0.56	0.78	0.66	
Standard error	0.02	0.04	0.03	0.09	0.07	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.05	0.04	0.04	0.07	0.06	0.18	0.04	0.05	0.07	

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th 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	1002	451	551	69	145	144	168	176	295	276	213	173	290	171	223	44	157	21	223	227	101	
Weighted base	1002	501	501	179	199	159	160	120	180	162	295	219	276	144	216	53	159	26	182	189	102	
NET: Well	600	300	301	118	129	95	80	65	110	117	188	130	143	120	130	44	73	12	126	100	70	
	60%	60%	60%	66%	65%	60%	50%	54%	61%	72%	64%	59%	52%	83%	60%	82%	46%	46%	69%	53%	68%	
Very well	(4)	53	37	17	10	12	13	7	4	8	12	17	7	12	13	5	1	10	-	10	7	5
		5%	7%	3%	5%	6%	8%	4%	4%	4%	7%	6%	3%	4%	9%	3%	2%	6%	-	5%	4%	5%
Quite well	(3)	547	263	284	108	117	82	73	61	102	105	171	123	131	108	124	42	63	12	116	93	64
		55%	53%	57%	60%	59%	52%	46%	51%	57%	65%	58%	56%	47%	75%	57%	79%	40%	46%	64%	49%	63%
Quite badly	(2)	274	144	130	46	43	55	49	41	40	40	76	54	87	16	64	9	55	10	40	59	26
		27%	29%	26%	26%	21%	35%	31%	34%	22%	25%	26%	25%	32%	11%	30%	17%	34%	39%	22%	31%	25%
Very badly	(1)	90	43	47	12	24	5	21	11	16	2	18	32	34	4	19	1	24	4	6	24	6
		9%	9%	9%	7%	12%	3%	13%	9%	9%	2%	6%	14%	12%	3%	9%	1%	15%	15%	3%	13%	6%
NET: Badly		364	187	177	59	67	60	70	52	55	43	94	85	122	20	83	10	78	14	46	83	31
		36%	37%	35%	33%	33%	38%	44%	43%	31%	26%	32%	39%	44%	14%	38%	18%	49%	54%	25%	44%	31%
Don't know		37	14	23	3	3	4	9	3	14	3	13	4	12	4	4	-	7	-	10	5	1
		4%	3%	5%	2%	2%	3%	6%	2%	8%	2%	4%	2%	4%	3%	2%	-	5%	-	6%	3%	1%
Mean		2.58	2.60	2.57	2.65	2.60	2.66	2.44	2.50	2.62	2.79	2.66	2.49	2.46	2.92	2.55	2.83	2.39	2.31	2.76	2.46	2.69
Standard deviation		0.74	0.75	0.72	0.69	0.78	0.67	0.79	0.72	0.72	0.59	0.69	0.78	0.78	0.56	0.69	0.46	0.83	0.73	0.60	0.77	0.66
Standard error		0.02	0.04	0.03	0.08	0.07	0.06	0.06	0.06	0.04	0.04	0.05	0.06	0.05	0.04	0.05	0.07	0.07	0.16	0.04	0.05	0.07

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th May 2014

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	1002	451	551	69	145	144	168	176	295	276	213	173	290	171	223	44	157	21	223	227	101
Weighted base	1002	501	501	179	199	159	160	120	180	162	295	219	276	144	216	53	159	26	182	189	102
I am satisfied with the job David Cameron is doing overall as Prime Minister	306 31%	139 28%	167 33%	71 40%	57 28%	54 34%	39 24%	27 23%	55 30%	57 35%	87 30%	80 36%	72 26%	101 70%	31 14%	25 47%	21 13%	4 14%	94 52%	27 14%	29 29%
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	272 27%	139 28%	133 27%	47 26%	62 31%	35 22%	40 25%	45 37%	43 24%	47 29%	86 29%	52 24%	74 27%	37 26%	27 12%	18 35%	88 55%	7 27%	69 38%	18 9%	34 33%
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.	261 26%	142 28%	119 24%	36 20%	55 27%	41 26%	49 31%	33 27%	46 26%	44 27%	71 24%	50 23%	85 31%	4 3%	142 66%	9 18%	28 17%	12 46%	9 5%	124 66%	23 23%
Refused	51 5%	28 6%	23 5%	4 2%	1 1%	10 6%	14 9%	5 4%	17 9%	3 2%	19 6%	13 6%	12 4%	- -	1 *	- -	10 6%	2 6%	3 2%	6 3%	3 3%
Don't know	112 11%	53 11%	59 12%	22 12%	25 12%	19 12%	17 11%	10 8%	18 10%	12 7%	32 11%	25 11%	32 12%	2 1%	15 7%	1 1%	12 8%	2 7%	6 3%	14 7%	12 12%

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th May 2014

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	1002	451	551	69	145	144	168	176	295	276	213	173	290	171	223	44	157	21	223	227	101
Weighted base	1002	501	501	179	199	159	160	120	180	162	295	219	276	144	216	53	159	26	182	189	102
The UK Independence Party (UKIP)	308 31%	179 36%	129 26%	57 31%	61 30%	44 27%	51 32%	39 33%	56 31%	56 34%	109 37%	62 28%	73 26%	35 24%	71 33%	17 32%	76 48%	15 59%	70 39%	67 35%	38 37%
The Conservatives	294 29%	147 29%	146 29%	26 15%	43 22%	45 28%	54 34%	40 33%	82 46%	50 31%	87 29%	57 26%	86 31%	75 52%	57 26%	10 20%	48 30%	8 30%	88 48%	59 31%	31 30%
Labour	279 28%	143 29%	136 27%	30 17%	47 24%	58 36%	49 31%	36 30%	59 33%	52 32%	80 27%	58 26%	80 29%	40 28%	90 42%	9 17%	39 25%	9 35%	45 25%	85 45%	29 28%
The Liberal Democrat	94 9%	54 11%	41 8%	5 3%	19 10%	18 11%	13 8%	16 13%	23 13%	18 11%	31 11%	11 5%	28 10%	12 9%	15 7%	14 26%	14 9%	3 10%	21 11%	19 10%	21 20%
None of them	378 38%	179 36%	199 40%	86 48%	86 43%	62 39%	58 36%	35 29%	51 28%	55 34%	104 35%	91 41%	105 38%	41 29%	69 32%	23 43%	44 28%	7 27%	46 25%	52 28%	26 25%
Don't know	32 3%	8 2%	24 5%	20 11%	7 3%	2 1%	1 1%	* *	2 1%	2 1%	10 3%	4 2%	13 5%	5 3%	6 3%	1 1%	2 1%	- -	3 2%	- -	1 1%

Southampton Itchen Poll

CATI Fieldwork : 28th April-4th May 2014

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	1002	451	551	69	145	144	168	176	295	276	213	173	290	171	223	44	157	21	223	227	101
Weighted base	1002	501	501	179	199	159	160	120	180	162	295	219	276	144	216	53	159	26	182	189	102
A Labour government	319	161	158	66	65	49	52	35	51	55	92	62	102	1	172	11	35	2	10	128	19
	32%	32%	32%	37%	32%	31%	33%	29%	29%	34%	31%	28%	37%	1%	80%	21%	22%	7%	5%	68%	19%
A Conservative government	257	128	129	38	36	39	42	39	62	45	82	51	64	114	4	2	58	8	129	11	12
	26%	26%	26%	21%	18%	24%	26%	33%	35%	28%	28%	23%	23%	79%	2%	3%	36%	32%	71%	6%	12%
A coalition between Labour and the Liberal Democrats	113	58	55	25	24	20	21	11	12	23	38	31	20	-	25	19	13	9	1	26	29
	11%	12%	11%	14%	12%	12%	13%	9%	7%	14%	13%	14%	7%	-	11%	35%	8%	35%	*	14%	29%
A coalition between the Conservatives and the Liberal Democrats	108	55	53	12	32	18	14	16	17	14	29	32	27	21	6	21	19	3	26	11	25
	11%	11%	11%	6%	16%	11%	9%	13%	10%	9%	10%	15%	10%	15%	3%	39%	12%	10%	15%	6%	25%
Don't know	204	98	106	39	44	34	30	18	36	25	54	42	63	8	9	1	34	4	15	13	16
	20%	20%	21%	22%	22%	21%	19%	15%	20%	15%	18%	19%	23%	6%	4%	1%	22%	15%	8%	7%	16%

Southampton Itchen Poll
CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
Male	451 45%	501 50%
Female	551 55%	501 50%

Southampton Itchen Poll
CATI Fieldwork : 28th April-4th May 2014

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	1002	1002
Weighted base	1002	1002
18-24	69 7%	179 18%
25-34	145 14%	199 20%
35-44	144 14%	159 16%
45-54	168 17%	160 16%
55-64	176 18%	120 12%
65 or older	295 29%	180 18%
Refused	5 *	5 *

Southampton Itchen Poll
CATI Fieldwork : 28th April-4th May 2014

Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1002	1002
Weighted base	1002	1002
A	78 8%	45 4%
B	198 20%	117 12%
C1	213 21%	295 29%
C2	173 17%	219 22%
D	111 11%	131 13%
E	179 18%	146 15%
Refused	50 5%	50 5%

Southampton Itchen Poll
CATI Fieldwork : 28th April-4th May 2014

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	1002	1002
Weighted base	1002	1002
Conservative	223 22%	182 18%
Labour	227 23%	189 19%
Liberal Democrats	101 10%	102 10%
Another party	33 3%	31 3%
Did not vote	314 31%	414 41%
Refused	47 5%	34 3%
Don't know	57 6%	50 5%