

Telford 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	1006	468	538	79	139	155	178	205	248	289	177	161	340	162	250	22	163	30	242	262	71	
Weighted base	1006	503	503	120	181	191	181	161	171	145	261	232	329	146	234	24	171	36	210	226	85	
Certain to vote	(10)	455	227	228	29	55	90	92	87	101	78	117	109	137	114	128	8	97	16	154	134	34
		45%	45%	45%	24%	31%	47%	51%	54%	59%	54%	45%	47%	42%	78%	55%	31%	57%	44%	73%	59%	40%
	(9)	48	19	29	5	8	8	11	8	9	4	13	13	17	3	15	4	6	2	7	12	8
		5%	4%	6%	4%	4%	4%	6%	5%	5%	3%	5%	5%	5%	2%	6%	15%	4%	5%	3%	5%	9%
	(8)	102	65	37	13	12	21	17	21	17	16	25	23	33	10	30	3	24	9	22	26	21
		10%	13%	7%	11%	7%	11%	9%	13%	10%	11%	10%	10%	10%	7%	13%	14%	14%	24%	11%	11%	25%
	(7)	43	24	20	4	19	4	5	6	5	9	16	5	11	9	13	4	5	2	4	16	3
		4%	5%	4%	4%	10%	2%	3%	4%	3%	6%	6%	2%	3%	6%	5%	16%	3%	6%	2%	7%	4%
	(6)	37	21	17	8	8	12	5	2	2	3	9	11	12	4	9	4	3	1	4	7	3
		4%	4%	3%	7%	4%	6%	3%	1%	1%	2%	3%	5%	4%	3%	4%	18%	2%	2%	2%	3%	4%
	(5)	99	37	63	20	19	24	16	9	11	9	27	24	33	2	29	1	18	5	7	21	7
		10%	7%	12%	16%	10%	12%	9%	6%	6%	6%	10%	11%	10%	1%	13%	3%	10%	12%	3%	9%	9%
	(4)	16	9	7	5	3	5	*	1	1	2	3	4	4	1	4	-	4	-	2	*	2
		2%	2%	1%	4%	2%	2%	*	1%	1%	1%	1%	2%	1%	1%	2%	-	3%	-	1%	*	3%
	(3)	25	12	12	1	9	2	7	3	3	6	11	3	5	2	4	-	9	1	3	4	-
		2%	2%	2%	1%	5%	1%	4%	2%	2%	4%	4%	1%	2%	1%	2%	-	6%	2%	2%	2%	-
	(2)	18	8	10	4	4	3	3	3	2	6	6	2	3	1	2	1	5	2	3	-	2
		2%	2%	2%	3%	2%	2%	2%	2%	1%	4%	2%	1%	1%	1%	1%	2%	3%	5%	1%	-	2%
Definitely would not vote	(1)	158	81	76	31	44	22	23	21	16	12	35	36	70	-	-	-	-	-	2	6	4
		16%	16%	15%	26%	24%	12%	13%	13%	10%	8%	13%	16%	21%	-	-	-	-	-	1%	3%	5%
Refused		1	1	-	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-
Don't know		4	-	4	-	-	-	1	-	3	-	-	1	2	-	-	-	-	-	1	-	-
		*	-	1%	-	-	-	1%	-	2%	-	-	1%	1%	-	-	-	-	-	*	-	-
Mean		7.14	7.17	7.12	5.64	5.98	7.42	7.52	7.77	8.15	7.72	7.19	7.27	6.80	9.31	8.43	8.02	8.25	8.09	9.08	8.56	7.96
Standard deviation		3.39	3.39	3.39	3.47	3.58	3.14	3.29	3.22	2.98	3.11	3.30	3.37	3.59	1.51	2.12	1.90	2.47	2.31	1.94	2.21	2.50
Standard error		0.11	0.16	0.15	0.39	0.30	0.25	0.25	0.22	0.19	0.18	0.25	0.27	0.20	0.12	0.13	0.40	0.19	0.42	0.12	0.14	0.30

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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	1006	468	538	79	139	155	178	205	248	289	177	161	340	162	250	22	163	30	242	262	71
Weighted base	1006	503	503	120	181	191	181	161	171	145	261	232	329	146	234	24	171	36	210	226	85
Conservative	146	83	63	14	20	28	27	26	30	29	46	41	27	146	-	-	-	-	109	9	4
	15%	16%	13%	12%	11%	15%	15%	16%	18%	20%	17%	18%	8%	100%	-	-	-	-	52%	4%	5%
Labour	234	107	127	35	38	45	40	36	39	42	63	41	84	-	234	-	-	-	10	141	25
	23%	21%	25%	29%	21%	24%	22%	23%	23%	29%	24%	18%	25%	-	100%	-	-	-	5%	62%	30%
Liberal Democrat	24	12	12	3	4	5	7	3	2	6	6	5	7	-	-	24	-	-	1	1	14
	2%	2%	2%	2%	2%	3%	4%	2%	1%	4%	2%	2%	2%	-	-	100%	-	-	*	1%	17%
The UK Independence Party (UKIP)	171	110	61	16	30	29	31	34	31	21	43	46	55	-	-	-	171	-	40	27	13
	17%	22%	12%	14%	17%	15%	17%	21%	18%	14%	16%	20%	17%	-	-	-	100%	-	19%	12%	15%
The Green Party	21	8	12	2	6	10	1	1	1	5	3	2	11	-	-	-	-	21	5	3	6
	2%	2%	2%	2%	3%	5%	1%	*	*	3%	1%	1%	3%	-	-	-	-	57%	2%	1%	7%
The British National Party (BNP)	6	5	1	1	2	2	1	-	-	-	2	1	2	-	-	-	-	6	-	1	-
	1%	1%	*	1%	1%	1%	1%	-	-	-	1%	1%	*	-	-	-	-	17%	-	1%	-
Some other party	9	5	4	-	1	-	5	3	-	-	3	5	1	-	-	-	-	9	3	-	-
	1%	1%	1%	-	1%	-	3%	2%	-	-	1%	2%	*	-	-	-	-	26%	1%	-	-
Would not vote	158	81	76	31	44	22	23	21	16	12	35	36	70	-	-	-	-	-	2	6	4
	16%	16%	15%	26%	24%	12%	13%	13%	10%	8%	13%	16%	21%	-	-	-	-	-	1%	3%	5%
Refused	62	30	33	2	2	8	17	11	23	10	10	12	23	-	-	-	-	-	5	9	3
	6%	6%	7%	1%	1%	4%	10%	7%	13%	7%	4%	5%	7%	-	-	-	-	-	2%	4%	3%
Don't know	175	63	112	15	33	41	29	26	29	21	51	42	49	-	-	-	-	-	35	30	15
	17%	12%	22%	13%	18%	22%	16%	16%	17%	14%	19%	18%	15%	-	-	-	-	-	17%	13%	18%

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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	449	231	218	25	52	69	82	104	116	152	80	73	136	132	177	14	107	19	160	157	38
Weighted base	424	232	192	39	63	84	81	77	78	73	114	102	128	117	157	15	112	23	138	132	42
Conservative	117	64	53	11	15	23	22	20	26	24	38	32	21	117	-	-	-	-	93	6	4
	28%	28%	28%	28%	24%	27%	27%	26%	33%	32%	33%	32%	17%	100%	-	-	-	-	68%	4%	10%
Labour	157	76	81	17	21	32	29	28	30	30	43	27	56	-	157	-	-	-	7	102	15
	37%	33%	42%	43%	33%	38%	36%	37%	38%	41%	38%	27%	44%	-	100%	-	-	-	5%	78%	37%
Liberal Democrat	15	7	8	1	3	3	5	2	1	4	3	2	6	-	-	15	-	-	1	1	10
	3%	3%	4%	2%	4%	3%	6%	3%	2%	5%	3%	2%	4%	-	-	100%	-	-	*	1%	23%
The UK Independence Party (UKIP)	112	75	38	8	17	21	21	24	21	13	27	35	34	-	-	-	112	-	32	19	8
	27%	32%	20%	20%	27%	25%	26%	31%	26%	18%	24%	34%	26%	-	-	-	100%	-	23%	14%	19%
The Green Party	14	6	8	2	5	5	1	1	1	3	1	1	8	-	-	-	-	14	3	2	5
	3%	2%	4%	4%	7%	6%	1%	1%	1%	4%	1%	1%	7%	-	-	-	-	59%	2%	2%	11%
The British National Party (BNP)	4	3	1	1	1	*	1	-	-	-	*	1	1	-	-	-	-	4	-	1	-
	1%	1%	1%	2%	2%	*	1%	-	-	-	*	1%	1%	-	-	-	-	16%	-	1%	-
Some other party	6	2	3	-	1	-	3	2	-	-	1	3	1	-	-	-	-	6	2	-	-
	1%	1%	2%	-	2%	-	3%	2%	-	-	1%	3%	1%	-	-	-	-	25%	1%	-	-

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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	28%
Labour	38%
Liberal Democrat	4%
UKIP	25%
Other	5%

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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	1006	468	538	79	139	155	178	205	248	289	177	161	340	162	250	22	163	30	242	262	71
Weighted base	1006	503	503	120	181	191	181	161	171	145	261	232	329	146	234	24	171	36	210	226	85
Conservative	140 14%	78 16%	61 12%	15 12%	18 10%	18 9%	29 16%	27 17%	32 19%	30 20%	43 17%	37 16%	27 8%	122 83%	1 *	2 7%	6 3%	2 6%	102 48%	9 4%	5 6%
Labour	280 28%	121 24%	158 31%	35 29%	37 21%	62 32%	47 26%	46 29%	52 30%	44 30%	76 29%	50 21%	105 32%	10 7%	223 95%	2 10%	7 4%	6 16%	22 10%	159 70%	32 38%
Liberal Democrat	27 3%	17 3%	10 2%	2 2%	6 3%	6 3%	7 4%	3 2%	2 1%	5 3%	7 3%	5 2%	9 3%	* *	- -	19 80%	* *	2 6%	2 1%	- -	15 18%
The UK Independence Party (UKIP)	170 17%	105 21%	65 13%	20 17%	32 18%	29 15%	32 18%	32 20%	26 15%	21 15%	38 14%	48 21%	56 17%	6 4%	2 1%	- -	147 86%	3 7%	35 17%	22 10%	11 13%
The Green Party	13 1%	6 1%	7 1%	- -	3 2%	7 4%	- -	1 *	2 1%	3 2%	2 1%	2 1%	6 2%	1 *	- -	- -	- -	11 31%	5 2%	1 *	4 4%
The British National Party (BNP)	3 *	2 *	1 *	- -	2 1%	- -	1 1%	- -	- -	- -	- -	1 1%	2 *	- -	- -	- -	- -	3 8%	- -	1 1%	- -
Some other party	7 1%	7 1%	- -	- -	2 1%	2 1%	2 1%	2 1%	- -	- -	1 *	4 2%	2 *	2 1%	2 1%	- -	- -	4 10%	3 1%	- -	- -
Would not vote	158 16%	81 16%	76 15%	31 26%	44 24%	22 12%	23 13%	21 13%	16 10%	12 8%	35 13%	36 16%	70 21%	- -	- -	- -	- -	- -	2 1%	6 3%	4 5%
Refused	40 4%	20 4%	20 4%	2 1%	2 1%	5 3%	13 7%	7 4%	12 7%	6 4%	8 3%	7 3%	12 4%	- -	- -	- -	* *	- -	2 1%	3 1%	- -
Don't know	169 17%	66 13%	104 21%	16 13%	35 19%	41 21%	26 15%	21 13%	30 18%	24 17%	51 20%	41 18%	41 13%	6 4%	6 3%	1 3%	11 7%	5 15%	38 18%	25 11%	13 15%

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Absolutes/col percents

Table 6

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

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	470	232	237	24	48	71	86	110	129	154	82	75	151	126	174	14	101	16	163	166	42
Weighted base	438	231	207	37	58	87	85	83	87	74	114	105	138	113	155	14	104	18	139	140	44
Conservative	109	58	51	11	14	14	23	20	26	23	35	28	20	98	1	1	3	2	87	6	3
	25%	25%	25%	30%	24%	17%	27%	24%	30%	32%	31%	27%	15%	87%	*	8%	3%	9%	63%	4%	7%
Labour	189	86	103	15	21	43	34	35	41	32	48	35	72	8	152	2	5	2	17	116	21
	43%	37%	50%	41%	36%	49%	40%	43%	47%	44%	42%	33%	52%	7%	98%	12%	5%	10%	12%	83%	48%
Liberal Democrat	16	10	6	*	3	4	5	2	2	3	5	2	6	*	-	12	*	2	2	-	9
	4%	4%	3%	1%	5%	4%	6%	3%	2%	4%	4%	2%	4%	*	-	80%	*	9%	1%	-	21%
The UK Independence Party (UKIP)	110	69	41	10	16	21	21	24	17	13	24	35	34	5	2	-	96	2	28	16	7
	25%	30%	20%	27%	28%	24%	25%	29%	20%	18%	21%	33%	24%	5%	1%	-	92%	11%	20%	11%	17%
The Green Party	8	3	5	-	2	4	-	1	1	2	1	1	4	*	-	-	-	7	3	1	3
	2%	2%	2%	-	4%	5%	-	1%	1%	2%	1%	1%	3%	*	-	-	-	39%	2%	1%	6%
The British National Party (BNP)	2	1	1	-	1	-	1	-	-	-	-	1	1	-	-	-	-	2	-	1	-
	1%	1%	1%	-	2%	-	1%	-	-	-	-	1%	1%	-	-	-	-	14%	-	1%	-
Some other party	3	3	-	-	*	1	1	1	-	-	*	2	*	1	*	-	-	1	2	-	-
	1%	1%	-	-	1%	1%	1%	1%	-	-	*	2%	*	1%	*	-	-	8%	1%	-	-

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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	26%
Labour	43%
Liberal Democrat	4%
UKIP	24%
Other	3%

Telford 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	1006	468	538	79	139	155	178	205	248	289	177	161	340	162	250	22	163	30	242	262	71
Weighted base	1006	503	503	120	181	191	181	161	171	145	261	232	329	146	234	24	171	36	210	226	85
I would not vote Liberal Democrat	658 65%	351 70%	307 61%	74 62%	129 72%	110 58%	109 60%	114 71%	118 69%	86 59%	173 66%	156 67%	222 68%	107 73%	171 73%	-	144 84%	24 65%	158 75%	153 68%	44 52%
I would not vote Conservative	554 55%	284 56%	270 54%	67 56%	116 64%	106 55%	91 51%	91 57%	84 49%	69 47%	141 54%	124 53%	206 63%	-	190 81%	12 49%	121 71%	24 68%	44 21%	170 75%	58 68%
I would not vote UKIP	497 49%	227 45%	270 54%	55 46%	89 49%	103 54%	91 50%	76 47%	82 48%	89 61%	136 52%	105 45%	151 46%	92 63%	175 75%	20 85%	-	22 62%	101 48%	143 63%	47 56%
I would not vote Labour	421 42%	243 48%	178 35%	52 43%	88 49%	74 39%	72 40%	66 41%	68 40%	58 40%	100 38%	115 50%	129 39%	102 70%	-	15 61%	123 72%	21 59%	137 65%	17 8%	32 38%
None of these - I would potentially vote for all of them	101 10%	52 10%	49 10%	14 12%	17 9%	22 12%	16 9%	16 10%	16 9%	10 7%	25 10%	24 10%	36 11%	12 8%	17 7%	2 9%	13 8%	-	12 6%	21 9%	7 9%
Don't know	32 3%	9 2%	23 5%	5 4%	2 1%	8 4%	8 4%	2 1%	8 5%	3 2%	12 4%	6 3%	7 2%	* *	1 *	-	1 1%	-	3 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	1006	468	538	79	139	155	178	205	248	289	177	161	340	162	250	22	163	30	242	262	71	
Weighted base	1006	503	503	120	181	191	181	161	171	145	261	232	329	146	234	24	171	36	210	226	85	
NET: Well	544	299	245	66	88	100	94	87	107	93	145	129	154	126	128	20	68	18	155	115	49	
	54%	59%	49%	55%	49%	53%	52%	54%	63%	64%	56%	56%	47%	86%	55%	84%	40%	49%	74%	51%	58%	
Very well	(4)	38	22	16	5	4	6	7	4	12	8	7	6	15	14	9	-	3	-	15	8	3
		4%	4%	3%	4%	2%	3%	4%	2%	7%	6%	3%	3%	5%	9%	4%	-	2%	-	7%	4%	3%
Quite well	(3)	505	277	228	61	84	94	87	83	95	85	138	123	139	112	119	20	65	18	139	106	46
		50%	55%	45%	51%	46%	49%	48%	52%	55%	59%	53%	53%	42%	77%	51%	84%	38%	49%	66%	47%	55%
Quite badly	(2)	308	134	174	34	65	64	66	46	33	39	72	82	105	16	75	4	66	17	46	76	24
		31%	27%	35%	28%	36%	34%	36%	29%	19%	27%	27%	35%	32%	11%	32%	16%	39%	47%	22%	34%	29%
Very badly	(1)	113	53	60	14	17	24	20	23	15	8	33	18	51	3	22	-	32	1	7	28	7
		11%	11%	12%	11%	10%	12%	11%	14%	9%	6%	13%	8%	16%	2%	9%	-	19%	4%	3%	13%	8%
NET: Badly		421	187	234	48	83	88	86	69	48	47	105	100	156	19	97	4	98	18	54	105	32
		42%	37%	47%	40%	46%	46%	48%	43%	28%	33%	40%	43%	47%	13%	41%	16%	58%	51%	26%	46%	37%
Don't know		41	17	24	7	9	3	1	5	15	4	11	3	18	1	9	-	5	-	2	7	4
		4%	3%	5%	6%	5%	2%	1%	3%	9%	3%	4%	1%	6%	1%	4%	-	3%	-	1%	3%	5%
Mean		2.49	2.55	2.42	2.50	2.44	2.44	2.45	2.44	2.67	2.66	2.48	2.51	2.38	2.94	2.51	2.84	2.23	2.45	2.78	2.43	2.55
Standard deviation		0.75	0.75	0.75	0.76	0.71	0.75	0.74	0.77	0.76	0.68	0.76	0.68	0.82	0.54	0.72	0.38	0.78	0.58	0.63	0.76	0.70
Standard error		0.02	0.04	0.03	0.09	0.06	0.06	0.06	0.05	0.05	0.04	0.06	0.05	0.05	0.04	0.05	0.08	0.06	0.11	0.04	0.05	0.09

Telford 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	1006	468	538	79	139	155	178	205	248	289	177	161	340	162	250	22	163	30	242	262	71	
Weighted base	1006	503	503	120	181	191	181	161	171	145	261	232	329	146	234	24	171	36	210	226	85	
NET: Well	544	304	240	68	93	106	86	84	106	96	146	127	151	118	125	23	69	18	147	115	52	
	54%	60%	48%	57%	52%	55%	48%	52%	62%	66%	56%	55%	46%	81%	54%	98%	40%	51%	70%	51%	62%	
Very well	(4)	44	25	19	4	5	10	8	5	11	10	12	7	12	11	10	1	3	1	10	13	2
		4%	5%	4%	3%	3%	5%	5%	3%	7%	7%	5%	3%	4%	8%	4%	4%	2%	2%	5%	6%	2%
Quite well	(3)	501	280	221	64	88	96	78	79	95	86	134	120	139	107	115	22	66	18	137	102	51
		50%	56%	44%	53%	49%	50%	43%	49%	56%	59%	51%	52%	42%	73%	49%	93%	38%	49%	65%	45%	60%
Quite badly	(2)	304	135	170	31	60	56	71	49	37	36	75	77	105	20	77	1	74	14	47	80	25
		30%	27%	34%	26%	33%	30%	39%	30%	22%	25%	29%	33%	32%	14%	33%	2%	43%	38%	23%	36%	29%
Very badly	(1)	116	56	60	11	28	20	18	25	14	8	29	23	54	3	22	-	25	4	10	22	6
		12%	11%	12%	9%	15%	10%	10%	16%	8%	5%	11%	10%	16%	2%	10%	-	15%	12%	5%	10%	7%
NET: Badly		420	190	230	42	87	76	89	74	51	44	104	100	159	23	100	1	99	18	57	102	30
		42%	38%	46%	35%	48%	40%	49%	46%	30%	30%	40%	43%	49%	16%	43%	2%	58%	49%	27%	45%	36%
Don't know		41	8	33	10	-	9	5	3	13	5	11	5	18	5	9	-	3	-	6	9	2
		4%	2%	7%	8%	-	5%	3%	2%	8%	4%	4%	2%	5%	3%	4%	-	2%	-	3%	4%	2%
Mean		2.49	2.55	2.42	2.55	2.39	2.53	2.44	2.40	2.66	2.70	2.52	2.49	2.35	2.89	2.50	3.02	2.28	2.40	2.72	2.49	2.58
Standard deviation		0.76	0.76	0.76	0.73	0.78	0.76	0.74	0.79	0.74	0.68	0.76	0.72	0.81	0.55	0.74	0.26	0.73	0.72	0.63	0.76	0.66
Standard error		0.02	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.05	0.04	0.06	0.06	0.05	0.04	0.05	0.06	0.06	0.13	0.04	0.05	0.08

Telford Poll

CATI Fieldwork : 5th-11th 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	1006	468	538	79	139	155	178	205	248	289	177	161	340	162	250	22	163	30	242	262	71
Weighted base	1006	503	503	120	181	191	181	161	171	145	261	232	329	146	234	24	171	36	210	226	85
I am satisfied with the job David Cameron is doing overall as Prime Minister	258 26%	140 28%	119 24%	40 33%	44 24%	54 28%	32 18%	43 27%	45 26%	44 30%	78 30%	64 27%	65 20%	87 60%	35 15%	9 36%	23 14%	9 24%	92 44%	35 16%	14 16%
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	293 29%	152 30%	141 28%	36 30%	63 35%	51 27%	57 31%	42 26%	45 26%	41 28%	70 27%	80 35%	85 26%	50 34%	31 13%	8 35%	69 41%	13 35%	85 40%	41 18%	24 28%
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.	305 30%	150 30%	155 31%	34 28%	56 31%	53 28%	60 33%	53 33%	50 30%	45 31%	76 29%	51 22%	127 39%	8 6%	158 67%	6 26%	46 27%	11 31%	25 12%	132 58%	37 44%
Refused	36 4%	13 3%	22 4%	2 1%	-	3 2%	9 5%	8 5%	12 7%	4 3%	9 3%	7 3%	11 3%	-	1 1%	1 3%	7 4%	-	3 1%	4 2%	1 1%
Don't know	114 11%	48 9%	66 13%	9 8%	18 10%	30 16%	22 12%	15 9%	18 11%	11 8%	28 11%	30 13%	40 12%	1 1%	8 4%	-	25 14%	3 9%	6 3%	14 6%	9 10%

Telford 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	1006	468	538	79	139	155	178	205	248	289	177	161	340	162	250	22	163	30	242	262	71
Weighted base	1006	503	503	120	181	191	181	161	171	145	261	232	329	146	234	24	171	36	210	226	85
The UK Independence Party (UKIP)	317	188	129	23	51	68	62	60	53	47	89	71	97	46	65	10	91	12	75	78	30
	32%	37%	26%	19%	28%	36%	34%	37%	31%	33%	34%	31%	30%	31%	28%	42%	53%	33%	36%	35%	36%
Labour	185	89	96	23	26	36	34	33	32	30	63	34	52	21	66	6	23	6	37	55	20
	18%	18%	19%	19%	14%	19%	19%	21%	19%	21%	24%	14%	16%	15%	28%	25%	13%	16%	18%	24%	23%
The Conservatives	169	87	82	7	21	28	32	40	39	28	62	33	45	41	39	4	25	3	60	41	8
	17%	17%	16%	6%	12%	15%	18%	25%	23%	20%	24%	14%	14%	28%	17%	18%	15%	9%	29%	18%	10%
The Liberal Democrat	46	25	21	4	8	3	10	15	7	5	13	16	10	5	3	1	14	4	10	9	3
	5%	5%	4%	3%	4%	1%	5%	9%	4%	4%	5%	7%	3%	3%	1%	5%	8%	11%	5%	4%	3%
None of them	514	240	274	79	104	84	92	74	82	67	119	127	179	72	110	8	67	18	91	107	41
	51%	48%	54%	65%	57%	44%	51%	46%	48%	46%	46%	55%	55%	49%	47%	33%	39%	51%	43%	47%	49%
Don't know	16	2	14	1	2	5	4	3	2	3	1	5	5	1	3	-	-	-	2	1	-
	2%	*	3%	1%	1%	2%	2%	2%	1%	2%	*	2%	2%	1%	1%	-	-	-	1%	1%	-

Telford Poll

CATI Fieldwork : 5th-11th 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	1006	468	538	79	139	155	178	205	248	289	177	161	340	162	250	22	163	30	242	262	71
Weighted base	1006	503	503	120	181	191	181	161	171	145	261	232	329	146	234	24	171	36	210	226	85
A Labour government	384	183	201	53	75	68	62	65	62	48	94	75	152	4	199	1	55	14	23	165	34
	38%	36%	40%	44%	41%	35%	34%	40%	36%	33%	36%	32%	46%	3%	85%	5%	32%	40%	11%	73%	40%
A Conservative government	229	126	103	22	30	36	47	44	49	42	68	61	53	118	2	3	45	2	132	9	5
	23%	25%	21%	18%	17%	19%	26%	27%	29%	29%	26%	26%	16%	81%	1%	11%	26%	4%	63%	4%	6%
A coalition between the Conservatives and the Liberal Democrats	94	43	51	11	16	26	12	14	15	12	25	30	24	20	-	12	21	3	24	7	19
	9%	9%	10%	9%	9%	13%	6%	9%	9%	8%	10%	13%	7%	13%	-	51%	12%	9%	12%	3%	22%
A coalition between Labour and the Liberal Democrats	93	52	41	11	18	20	17	12	15	20	19	17	34	3	28	7	14	8	4	32	16
	9%	10%	8%	9%	10%	11%	10%	7%	9%	14%	7%	7%	10%	2%	12%	29%	8%	23%	2%	14%	19%
Don't know	207	99	107	24	42	41	43	26	29	23	55	50	65	1	5	1	36	9	27	13	11
	21%	20%	21%	20%	23%	22%	24%	16%	17%	16%	21%	22%	20%	1%	2%	4%	21%	24%	13%	6%	13%

Telford Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1006	1006
Weighted base	1006	1006
Male	468 47%	503 50%
Female	538 53%	503 50%

Telford 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	1006	1006
Weighted base	1006	1006
18-24	79 8%	120 12%
25-34	139 14%	181 18%
35-44	155 15%	191 19%
45-54	178 18%	181 18%
55-64	205 20%	161 16%
65 or older	248 25%	171 17%
Refused	2 *	2 *

Telford Poll
CATI Fieldwork : 5th-11th May 2014

Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1006	1006
Weighted base	1006	1006
A	90 9%	42 4%
B	199 20%	103 10%
C1	177 18%	261 26%
C2	161 16%	232 23%
D	130 13%	150 15%
E	210 21%	179 18%
Refused	39 4%	39 4%

Telford Poll
CATI Fieldwork : 5th-11th 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	1006	1006
Weighted base	1006	1006
Conservative	242 24%	210 21%
Labour	262 26%	226 22%
Liberal Democrats	71 7%	85 8%
Another party	40 4%	52 5%
Did not vote	301 30%	354 35%
Refused	46 5%	40 4%
Don't know	44 4%	39 4%