

Cheadle Poll

CATI Fieldwork : 26th May-1st June 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	458	545	67	89	131	185	174	354	472	203	94	185	229	203	126	121	38	270	129	268	
Weighted base	1003	491	512	90	120	170	190	170	260	340	331	151	132	217	194	129	122	39	261	73	291	
Certain to vote	(10)	595	288	307	31	47	88	118	107	203	222	186	69	85	151	109	87	91	28	194	54	218
		59%	59%	60%	34%	39%	52%	62%	63%	78%	65%	56%	46%	64%	70%	56%	67%	75%	72%	74%	74%	75%
	(9)	58	31	26	8	8	3	19	9	11	25	16	11	5	9	13	14	8	1	14	5	18
		6%	6%	5%	9%	6%	2%	10%	5%	4%	7%	5%	7%	4%	4%	7%	11%	7%	4%	5%	7%	6%
	(8)	82	38	44	5	9	25	11	16	16	29	30	9	10	24	23	10	4	1	17	5	27
		8%	8%	9%	6%	8%	15%	6%	9%	6%	9%	9%	6%	8%	11%	12%	8%	3%	3%	7%	6%	9%
	(7)	43	28	15	10	6	8	4	9	5	14	17	9	2	13	13	6	3	1	11	6	6
		4%	6%	3%	12%	5%	4%	2%	5%	2%	4%	5%	6%	1%	6%	7%	5%	3%	2%	4%	8%	2%
	(6)	23	9	14	3	3	4	5	7	1	8	6	5	4	2	3	5	2	2	1	1	4
		2%	2%	3%	3%	2%	3%	3%	4%	1%	2%	2%	3%	3%	1%	2%	4%	1%	5%	*	1%	1%
	(5)	69	30	39	10	16	12	7	9	15	17	20	17	12	14	17	6	10	3	19	1	11
		7%	6%	8%	11%	13%	7%	4%	5%	6%	5%	6%	11%	9%	7%	9%	5%	8%	8%	7%	1%	4%
	(4)	13	5	8	1	4	3	2	2	1	5	8	-	1	1	6	-	1	-	1	1	2
		1%	1%	2%	1%	3%	2%	1%	1%	*	1%	2%	-	*	1%	3%	-	1%	-	1%	1%	1%
	(3)	24	13	11	4	2	7	7	2	2	5	9	5	3	1	8	*	3	3	1	*	2
		2%	3%	2%	5%	2%	4%	3%	1%	1%	1%	3%	3%	2%	*	4%	*	3%	7%	*	1%	1%
	(2)	9	6	3	2	-	4	2	-	-	1	6	2	-	-	2	1	-	-	-	-	-
		1%	1%	1%	2%	-	2%	1%	-	-	*	2%	1%	-	-	1%	1%	-	-	-	-	-
Definitely would not vote	(1)	87	44	44	16	26	14	15	10	6	14	33	25	11	-	-	-	-	3	1	5	
		9%	9%	9%	18%	22%	9%	8%	6%	2%	4%	10%	17%	8%	-	-	-	-	1%	1%	2%	
Don't know		1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	
		*	-	*	-	-	1%	-	-	-	*	-	-	-	-	-	-	-	-	-	-	
Mean		8.12	8.10	8.13	6.57	6.63	7.72	8.30	8.54	9.19	8.71	7.86	7.10	8.26	9.10	8.42	9.14	9.11	8.75	9.17	9.29	9.24
Standard deviation		2.93	2.95	2.91	3.43	3.56	3.05	2.91	2.49	1.91	2.35	3.10	3.45	2.87	1.60	2.23	1.56	1.84	2.28	1.75	1.53	1.73
Standard error		0.09	0.14	0.12	0.42	0.38	0.27	0.21	0.19	0.10	0.11	0.22	0.36	0.21	0.11	0.16	0.14	0.17	0.37	0.11	0.13	0.11

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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	1003	458	545	67	89	131	185	174	354	472	203	94	185	229	203	126	121	38	270	129	268
Weighted base	1003	491	512	90	120	170	190	170	260	340	331	151	132	217	194	129	122	39	261	73	291
Conservative	217	112	104	14	19	33	44	37	70	92	66	24	25	217	-	-	-	-	149	3	25
	22%	23%	20%	16%	16%	20%	23%	22%	27%	27%	20%	16%	19%	100%	-	-	-	-	57%	4%	9%
Labour	194	98	96	29	30	55	38	21	21	72	67	28	18	-	194	-	-	-	9	52	70
	19%	20%	19%	32%	25%	32%	20%	12%	8%	21%	20%	19%	14%	-	100%	-	-	-	4%	70%	24%
Liberal Democrat	129	48	81	8	11	19	26	25	39	52	40	17	18	-	-	129	-	-	9	4	92
	13%	10%	16%	8%	9%	11%	14%	15%	15%	15%	12%	11%	14%	-	-	100%	-	-	3%	6%	32%
The UK Independence Party (UKIP)	122	75	47	9	11	12	19	26	45	29	42	22	24	-	-	-	122	-	52	5	27
	12%	15%	9%	9%	9%	7%	10%	16%	17%	9%	13%	14%	18%	-	-	-	100%	-	20%	7%	9%
The Green Party	26	14	12	5	8	1	3	7	3	11	4	5	4	-	-	-	-	26	3	1	11
	3%	3%	2%	6%	7%	*	1%	4%	1%	3%	1%	3%	3%	-	-	-	-	67%	1%	1%	4%
The British National Party (BNP)	3	3	-	-	-	1	2	-	-	-	2	-	1	-	-	-	-	3	-	-	-
	*	1%	-	-	-	1%	1%	-	-	-	1%	-	1%	-	-	-	-	7%	-	-	-
Some other party	10	4	6	-	2	2	2	1	2	4	1	2	3	-	-	-	-	10	2	1	3
	1%	1%	1%	-	2%	1%	1%	1%	1%	1%	*	2%	2%	-	-	-	-	26%	1%	1%	1%
Would not vote	87	44	44	16	26	14	15	10	6	14	33	25	11	-	-	-	-	-	3	1	5
	9%	9%	9%	18%	22%	9%	8%	6%	2%	4%	10%	17%	8%	-	-	-	-	-	1%	1%	2%
Refused	86	41	46	-	4	9	17	21	35	23	30	11	14	-	-	-	-	-	7	1	16
	9%	8%	9%	-	3%	5%	9%	13%	13%	7%	9%	8%	10%	-	-	-	-	-	3%	2%	6%
Don't know	129	52	76	10	9	25	24	22	39	43	46	15	14	-	-	-	-	-	26	6	42
	13%	11%	15%	11%	7%	15%	13%	13%	15%	13%	14%	10%	11%	-	-	-	-	-	10%	8%	14%

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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	550	252	298	31	42	70	107	96	204	282	104	41	102	178	150	99	96	28	187	97	170
Weighted base	520	259	261	39	51	87	104	89	150	201	163	63	71	166	131	100	94	28	179	54	188
Conservative	166	84	83	9	14	24	36	26	57	70	50	17	20	166	-	-	-	-	121	2	20
	32%	32%	32%	23%	26%	28%	35%	30%	38%	35%	31%	27%	28%	100%	-	-	-	-	67%	3%	11%
Labour	131	64	68	18	17	36	27	15	17	54	44	13	14	-	131	-	-	-	5	44	58
	25%	25%	26%	47%	34%	42%	26%	17%	11%	27%	27%	20%	20%	-	100%	-	-	-	3%	81%	31%
Liberal Democrat	100	38	62	6	6	14	21	20	33	42	32	12	13	-	-	100	-	-	8	3	77
	19%	15%	24%	14%	11%	16%	20%	23%	22%	21%	20%	18%	18%	-	-	100%	-	-	4%	5%	41%
The UK Independence Party (UKIP)	94	58	37	3	6	9	15	22	39	23	32	16	18	-	-	-	94	-	41	4	23
	18%	22%	14%	7%	12%	11%	14%	25%	26%	11%	20%	25%	26%	-	-	-	100%	-	23%	8%	12%
The Green Party	19	11	7	4	6	*	2	4	2	8	3	4	3	-	-	-	-	19	3	1	8
	4%	4%	3%	9%	12%	1%	2%	5%	2%	4%	2%	6%	5%	-	-	-	-	67%	2%	2%	4%
The British National Party (BNP)	1	1	-	-	-	1	*	-	-	-	*	-	1	-	-	-	-	1	-	-	-
	*	*	-	-	-	1%	*	-	-	-	*	-	1%	-	-	-	-	3%	-	-	-
Some other party	9	4	5	-	2	1	2	1	2	4	1	2	2	-	-	-	-	9	2	*	2
	2%	2%	2%	-	4%	2%	2%	1%	1%	2%	1%	3%	2%	-	-	-	-	31%	1%	1%	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	32%
Labour	24%
Liberal Democrat	21%
UKIP	17%
Other	5%

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Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?
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	458	545	67	89	131	185	174	354	472	203	94	185	229	203	126	121	38	270	129	268
Weighted base	1003	491	512	90	120	170	190	170	260	340	331	151	132	217	194	129	122	39	261	73	291
Conservative	205 20%	107 22%	98 19%	16 18%	23 19%	27 16%	37 19%	31 18%	71 27%	81 24%	76 23%	16 11%	23 18%	174 80%	-	-	7 6%	5 12%	146 56%	3 4%	23 8%
Labour	179 18%	100 20%	79 15%	27 30%	25 21%	54 32%	33 18%	21 12%	18 7%	59 17%	66 20%	30 20%	16 12%	1 *	159 82%	1 1%	4 4%	3 8%	6 2%	46 63%	64 22%
Liberal Democrat	237 24%	90 18%	148 29%	14 16%	25 21%	36 21%	48 25%	45 26%	67 26%	95 28%	64 19%	39 26%	36 28%	24 11%	27 14%	124 96%	9 7%	7 17%	28 11%	11 15%	139 48%
The UK Independence Party (UKIP)	114 11%	75 15%	39 8%	9 10%	10 9%	13 8%	18 10%	24 14%	39 15%	25 7%	40 12%	22 15%	20 15%	3 1%	3 1%	1 1%	98 81%	3 7%	51 19%	5 7%	23 8%
The Green Party	15 1%	7 1%	8 2%	2 3%	2 1%	-	3 1%	6 4%	2 1%	5 2%	4 1%	3 2%	1 1%	-	1 1%	-	1 *	11 28%	1 *	1 2%	7 2%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	11 1%	2 *	9 2%	-	1 1%	3 2%	2 1%	2 1%	2 1%	6 2%	1 *	1 1%	2 2%	2 1%	2 1%	-	-	6 16%	2 1%	1 2%	5 2%
Would not vote	87 9%	44 9%	44 9%	16 18%	26 22%	14 9%	15 8%	10 6%	6 2%	14 4%	33 10%	25 17%	11 8%	-	-	-	-	-	3 1%	1 1%	5 2%
Refused	65 7%	30 6%	35 7%	-	3 3%	6 3%	15 8%	16 9%	24 9%	20 6%	24 7%	6 4%	9 7%	-	1 1%	-	-	1 2%	2 1%	1 1%	6 2%
Don't know	89 9%	37 7%	52 10%	4 5%	4 4%	17 10%	18 9%	16 9%	30 11%	36 11%	22 7%	8 5%	13 10%	13 6%	3 1%	3 2%	3 2%	4 11%	22 8%	4 6%	22 7%

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Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

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	585	270	315	33	46	73	110	99	223	293	114	47	106	169	146	95	93	26	194	96	191
Weighted base	563	281	282	41	57	93	110	96	164	210	183	73	74	158	128	97	92	27	186	54	213
Conservative	158	80	77	11	19	19	29	23	57	63	57	11	18	135	-	-	6	4	119	2	19
	28%	29%	27%	26%	33%	21%	26%	24%	35%	30%	31%	15%	24%	85%	-	-	6%	16%	64%	3%	9%
Labour	118	64	54	15	14	36	24	14	14	45	41	14	12	*	104	1	3	3	3	38	53
	21%	23%	19%	37%	24%	39%	22%	15%	8%	21%	22%	20%	15%	*	81%	1%	4%	10%	1%	71%	25%
Liberal Democrat	180	70	109	10	17	26	38	33	56	73	50	27	27	19	21	96	7	4	23	8	113
	32%	25%	39%	24%	30%	28%	34%	34%	34%	35%	27%	38%	36%	12%	16%	98%	8%	14%	12%	14%	53%
The UK Independence Party (UKIP)	87	58	29	3	5	10	15	20	34	20	30	16	15	2	2	1	75	2	40	4	19
	16%	21%	10%	8%	9%	11%	14%	20%	21%	9%	17%	22%	20%	1%	1%	1%	81%	8%	22%	8%	9%
The Green Party	12	5	7	2	1	-	2	5	1	5	3	3	1	-	*	-	1	9	1	1	6
	2%	2%	2%	5%	2%	-	2%	5%	1%	2%	2%	4%	2%	-	*	-	1%	33%	1%	2%	3%
Some other party	8	2	6	-	1	2	1	2	2	4	1	1	2	1	1	-	-	5	1	1	3
	1%	1%	2%	-	2%	2%	1%	2%	1%	2%	1%	1%	3%	1%	1%	-	-	18%	1%	2%	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	29%
Labour	21%
Liberal Democrat	32%
UKIP	15%
Other	3%

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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	458	545	67	89	131	185	174	354	472	203	94	185	229	203	126	121	38	270	129	268	
Weighted base	1003	491	512	90	120	170	190	170	260	340	331	151	132	217	194	129	122	39	261	73	291	
I would not vote UKIP	543	245	298	50	70	99	105	85	131	217	172	70	62	135	149	104	-	27	125	53	202	
		54%	50%	58%	55%	58%	55%	50%	50%	64%	52%	46%	47%	63%	77%	81%	-	69%	48%	72%	69%	
I would not vote Labour	482	242	240	29	44	59	88	89	172	151	169	70	68	175	-	73	96	17	211	3	133	
		48%	49%	47%	32%	37%	35%	47%	53%	45%	51%	46%	52%	81%	-	56%	79%	44%	81%	5%	46%	
I would not vote Liberal Democrat	465	269	196	42	54	78	84	80	126	153	160	68	59	133	123	-	96	19	167	48	99	
		46%	55%	38%	46%	45%	46%	44%	47%	45%	48%	45%	44%	62%	64%	-	78%	50%	64%	66%	34%	
I would not vote Conservative	430	219	211	42	54	80	84	75	92	141	133	71	63	-	151	82	74	27	38	58	190	
		43%	45%	41%	47%	45%	47%	44%	44%	35%	42%	40%	47%	48%	-	78%	63%	60%	70%	15%	79%	65%
None of these - I would potentially vote for all of them	88	48	40	9	14	15	20	13	15	23	37	12	12	14	7	6	3	2	15	4	10	
		9%	10%	8%	10%	12%	9%	11%	8%	6%	7%	11%	8%	9%	6%	3%	5%	2%	6%	6%	6%	3%
Don't know	54	23	31	8	8	6	10	13	9	12	17	12	6	1	-	-	2	1	2	2	2	
		5%	5%	6%	9%	7%	3%	5%	8%	3%	4%	5%	8%	4%	*	-	-	1%	2%	1%	2%	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	458	545	67	89	131	185	174	354	472	203	94	185	229	203	126	121	38	270	129	268	
Weighted base	1003	491	512	90	120	170	190	170	260	340	331	151	132	217	194	129	122	39	261	73	291	
NET: Well	664	353	311	59	72	107	121	113	192	244	227	81	76	192	95	95	68	22	210	37	197	
	66%	72%	61%	65%	60%	63%	64%	66%	74%	72%	69%	54%	58%	89%	49%	74%	56%	58%	81%	50%	68%	
Very well	(4)	45	27	18	-	3	13	7	4	17	13	15	5	8	15	6	6	5	2	16	2	14
	4%	6%	3%	-	3%	8%	4%	2%	7%	4%	5%	4%	6%	7%	3%	4%	4%	5%	6%	2%	5%	
Quite well	(3)	619	326	293	59	69	94	114	109	174	231	212	76	69	177	89	89	63	20	194	35	183
	62%	66%	57%	65%	57%	55%	60%	64%	67%	68%	64%	50%	52%	82%	46%	69%	52%	53%	74%	48%	63%	
Quite badly	(2)	241	101	140	23	33	48	49	41	45	76	71	53	36	20	79	25	42	11	38	29	74
	24%	21%	27%	26%	27%	28%	26%	24%	17%	22%	21%	35%	27%	9%	40%	20%	35%	28%	14%	39%	26%	
Very badly	(1)	52	24	27	5	11	11	6	9	10	8	19	11	9	1	10	7	8	2	7	5	14
	5%	5%	5%	5%	9%	6%	3%	6%	4%	2%	6%	7%	7%	1%	5%	6%	7%	5%	3%	7%	5%	
NET: Badly	293	126	167	28	44	58	55	51	55	84	90	64	45	21	89	33	50	13	45	34	89	
	29%	26%	33%	31%	36%	34%	29%	30%	21%	25%	27%	42%	34%	10%	46%	25%	41%	33%	17%	46%	30%	
Don't know	46	12	34	3	4	5	14	7	13	12	14	6	11	4	10	1	3	4	6	3	5	
	5%	3%	7%	4%	3%	3%	7%	4%	5%	3%	4%	4%	8%	2%	5%	1%	3%	9%	2%	4%	2%	
Mean	2.69	2.74	2.63	2.62	2.56	2.66	2.69	2.66	2.81	2.76	2.70	2.52	2.62	2.96	2.49	2.73	2.55	2.64	2.86	2.47	2.69	
Standard deviation	0.65	0.64	0.65	0.59	0.71	0.72	0.61	0.63	0.61	0.56	0.65	0.69	0.72	0.43	0.66	0.64	0.68	0.68	0.55	0.67	0.64	
Standard error	0.02	0.03	0.03	0.07	0.08	0.06	0.05	0.05	0.03	0.03	0.05	0.07	0.06	0.03	0.05	0.06	0.06	0.12	0.03	0.06	0.04	

Cheadle Poll

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Absolutes/col percents

Table 10

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1003	458	545	67	89	131	185	174	354	472	203	94	185	229	203	126	121	38	270	129	268	
Weighted base	1003	491	512	90	120	170	190	170	260	340	331	151	132	217	194	129	122	39	261	73	291	
NET: Well	680	351	328	65	87	93	124	113	194	258	223	87	75	186	111	95	71	25	209	39	202	
	68%	72%	64%	72%	72%	55%	65%	67%	75%	76%	67%	58%	57%	86%	57%	73%	58%	64%	80%	53%	69%	
Very well	(4)	50	35	15	11	5	8	8	8	12	22	21	-	6	13	10	7	6	3	13	2	18
	5%	7%	3%	12%	4%	5%	4%	5%	5%	5%	6%	6%	-	5%	6%	5%	6%	5%	8%	5%	3%	6%
Quite well	(3)	629	317	313	54	82	85	117	106	182	236	202	87	69	174	102	88	65	22	196	37	184
	63%	64%	61%	60%	69%	50%	61%	62%	70%	69%	61%	58%	52%	80%	52%	68%	53%	57%	75%	50%	63%	
Quite badly	(2)	228	98	130	19	21	65	39	45	38	60	75	53	37	23	67	23	42	9	40	26	64
	23%	20%	25%	21%	17%	39%	21%	27%	15%	18%	23%	35%	28%	11%	35%	18%	35%	24%	15%	36%	22%	
Very badly	(1)	48	25	23	5	8	8	14	6	7	9	19	9	8	2	8	7	5	3	5	5	16
	5%	5%	5%	6%	7%	5%	7%	3%	3%	3%	6%	6%	6%	1%	4%	6%	5%	7%	2%	7%	6%	
NET: Badly	276	123	153	24	29	74	53	51	45	68	94	62	45	25	75	30	48	12	45	31	80	
	28%	25%	30%	26%	24%	43%	28%	30%	17%	20%	28%	41%	34%	12%	39%	24%	39%	31%	17%	42%	27%	
Don't know	47	17	30	2	4	3	12	6	21	14	14	2	12	5	7	4	3	2	7	4	10	
	5%	3%	6%	2%	3%	2%	7%	3%	8%	4%	4%	2%	9%	2%	4%	3%	2%	4%	3%	5%	3%	
Mean	2.71	2.76	2.67	2.80	2.72	2.55	2.66	2.70	2.83	2.83	2.71	2.53	2.61	2.93	2.60	2.76	2.61	2.68	2.85	2.52	2.72	
Standard deviation	0.64	0.66	0.62	0.72	0.65	0.67	0.69	0.61	0.54	0.57	0.68	0.61	0.70	0.46	0.66	0.65	0.66	0.74	0.51	0.67	0.67	
Standard error	0.02	0.03	0.03	0.09	0.07	0.06	0.05	0.05	0.03	0.03	0.05	0.06	0.05	0.03	0.05	0.06	0.06	0.12	0.03	0.06	0.04	

Cheadle 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	458	545	67	89	131	185	174	354	472	203	94	185	229	203	126	121	38	270	129	268
Weighted base	1003	491	512	90	120	170	190	170	260	340	331	151	132	217	194	129	122	39	261	73	291
I am satisfied with the job David Cameron is doing overall as Prime Minister	297 30%	147 30%	149 29%	30 34%	34 28%	48 28%	55 29%	38 22%	92 35%	107 32%	102 31%	41 27%	38 28%	126 58%	25 13%	37 29%	26 21%	5 14%	121 46%	10 13%	65 22%
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	319 32%	160 33%	159 31%	23 26%	37 31%	42 25%	64 34%	59 35%	94 36%	102 30%	117 35%	50 33%	39 30%	85 39%	24 12%	42 32%	66 54%	16 40%	114 44%	11 14%	88 30%
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.	252 25%	130 27%	121 24%	29 33%	30 25%	55 32%	50 26%	42 25%	45 17%	95 28%	72 22%	35 23%	38 29%	5 2%	139 71%	34 26%	18 15%	12 31%	18 7%	49 67%	113 39%
Refused	40 4%	19 4%	20 4%	2 2%	3 3%	6 3%	7 4%	8 5%	12 5%	10 3%	14 4%	8 6%	6 4%	- -	* *	2 2%	4 3%	2 4%	2 1%	* 1%	4 1%
Don't know	96 10%	35 7%	61 12%	5 6%	16 14%	19 11%	14 8%	22 13%	18 7%	26 8%	26 8%	16 11%	12 9%	1 1%	6 3%	14 11%	8 7%	4 11%	6 2%	4 5%	22 7%

Cheadle 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	458	545	67	89	131	185	174	354	472	203	94	185	229	203	126	121	38	270	129	268
Weighted base	1003	491	512	90	120	170	190	170	260	340	331	151	132	217	194	129	122	39	261	73	291
The Liberal Democrat	668	324	344	46	61	109	127	136	187	251	218	84	86	147	123	105	77	27	190	43	239
	67%	66%	67%	51%	51%	64%	67%	80%	72%	74%	66%	56%	65%	68%	64%	81%	63%	69%	73%	59%	82%
The Conservatives	553	261	292	40	44	93	109	109	156	209	182	70	66	127	94	81	73	24	164	35	186
	55%	53%	57%	45%	37%	55%	57%	64%	60%	62%	55%	46%	50%	59%	48%	63%	60%	62%	63%	48%	64%
The UK Independence Party (UKIP)	352	173	179	30	38	55	69	75	83	131	112	59	38	60	67	54	61	19	103	24	110
	35%	35%	35%	34%	32%	33%	36%	44%	32%	38%	34%	39%	29%	28%	34%	42%	50%	50%	39%	33%	38%
Labour	350	168	182	28	51	61	61	68	80	128	109	53	43	73	81	49	34	19	84	32	110
	35%	34%	36%	31%	42%	36%	32%	40%	31%	38%	33%	35%	33%	34%	42%	38%	28%	48%	32%	43%	38%
None of them	186	106	80	28	37	27	32	17	45	43	63	38	32	44	33	18	18	8	39	16	34
	19%	22%	16%	31%	31%	16%	17%	10%	17%	13%	19%	25%	24%	20%	17%	14%	15%	20%	15%	21%	12%
Don't know	28	11	17	5	1	8	3	6	6	10	8	6	2	6	5	-	2	-	3	2	3
	3%	2%	3%	5%	*	5%	2%	3%	2%	3%	3%	4%	1%	3%	3%	-	2%	-	1%	3%	1%

Cheadle 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	458	545	67	89	131	185	174	354	472	203	94	185	229	203	126	121	38	270	129	268
Weighted base	1003	491	512	90	120	170	190	170	260	340	331	151	132	217	194	129	122	39	261	73	291
A Conservative government	303 30%	151 31%	152 30%	16 17%	25 21%	41 24%	56 30%	49 29%	117 45%	120 35%	94 28%	42 28%	37 28%	179 83%	3 2%	7 6%	49 40%	2 6%	178 68%	6 8%	41 14%
A Labour government	245 24%	135 27%	110 21%	29 32%	38 32%	66 39%	47 24%	35 20%	30 11%	82 24%	81 24%	37 24%	33 25%	- -	160 82%	7 6%	23 19%	13 33%	9 4%	53 73%	83 28%
A coalition between the Conservatives and the Liberal Democrats	154 15%	74 15%	80 16%	21 24%	15 12%	23 14%	28 15%	28 17%	38 15%	40 12%	61 18%	22 15%	23 17%	32 15%	2 1%	52 41%	21 18%	5 12%	34 13%	4 6%	63 22%
A coalition between Labour and the Liberal Democrats	130 13%	53 11%	76 15%	18 20%	18 15%	16 9%	24 12%	21 12%	33 13%	51 15%	33 10%	25 16%	16 12%	2 1%	24 12%	53 41%	7 6%	8 22%	11 4%	6 9%	74 25%
Don't know	172 17%	77 16%	94 18%	7 7%	25 21%	24 14%	36 19%	37 22%	41 16%	47 14%	62 19%	25 17%	23 18%	4 2%	5 3%	9 7%	22 18%	10 27%	29 11%	3 5%	30 10%

Cheadle 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	458 46%	491 49%
Female	545 54%	512 51%

Cheadle 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	67 7%	90 9%
25-34	89 9%	120 12%
35-44	131 13%	170 17%
45-54	185 18%	190 19%
55-64	174 17%	170 17%
65 or older	354 35%	260 26%
Refused	3 *	3 *

Cheadle 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	151 15%	114 11%
B	321 32%	226 23%
C1	203 20%	331 33%
C2	94 9%	151 15%
D	60 6%	48 5%
E	125 12%	84 8%
Refused	49 5%	49 5%

Cheadle 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	270 27%	261 26%
Labour	129 13%	73 7%
Liberal Democrats	268 27%	291 29%
Another party	19 2%	17 2%
Did not vote	207 21%	250 25%
Refused	65 6%	62 6%
Don't know	45 4%	48 5%