

Chippenham 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	1000	464	536	41	94	176	179	175	331	438	201	114	203	253	120	98	155	60	291	90	268	
Weighted base	1000	490	510	91	131	191	191	161	231	268	287	201	201	231	98	99	167	70	255	51	275	
Certain to vote	(10)	564	285	279	11	50	102	113	110	176	181	156	105	95	166	61	65	103	37	197	37	200
		56%	58%	55%	12%	39%	53%	59%	68%	76%	68%	54%	52%	48%	72%	63%	66%	61%	53%	77%	72%	73%
	(9)	62	32	30	16	8	12	12	3	11	22	21	11	7	15	7	11	11	5	16	4	17
		6%	6%	6%	17%	6%	6%	6%	2%	5%	8%	7%	5%	3%	7%	7%	11%	7%	7%	6%	7%	6%
	(8)	78	30	48	8	15	23	9	8	14	20	25	16	16	22	13	5	7	8	13	4	24
		8%	6%	9%	9%	11%	12%	5%	5%	6%	7%	9%	8%	8%	9%	13%	5%	4%	12%	5%	8%	9%
	(7)	32	20	12	5	4	4	7	8	4	9	11	3	4	7	1	1	7	*	10	1	8
		3%	4%	2%	6%	3%	2%	4%	5%	2%	3%	4%	2%	2%	3%	1%	1%	4%	1%	4%	3%	3%
	(6)	36	23	13	14	6	3	6	3	4	4	15	9	9	8	6	2	8	8	5	1	5
		4%	5%	3%	16%	5%	2%	3%	2%	2%	2%	5%	4%	4%	4%	6%	2%	5%	11%	2%	2%	2%
	(5)	76	28	48	8	8	26	10	13	9	11	18	14	26	9	8	6	24	6	8	1	15
		8%	6%	9%	9%	6%	14%	5%	8%	4%	4%	6%	7%	13%	4%	9%	6%	14%	9%	3%	2%	5%
	(4)	11	8	3	-	6	-	3	1	1	2	-	5	3	1	-	3	1	-	-	-	-
		1%	2%	1%	-	5%	-	2%	1%	*	1%	-	3%	2%	*	-	3%	*	-	-	-	-
	(3)	25	11	14	5	7	4	6	2	1	5	13	3	3	2	-	4	3	1	-	-	1
		2%	2%	3%	6%	5%	2%	3%	1%	*	2%	5%	2%	2%	1%	-	4%	2%	2%	-	-	*
	(2)	19	6	14	10	3	2	2	2	1	2	6	7	5	*	1	2	3	4	1	1	2
		2%	1%	3%	11%	2%	1%	1%	1%	1%	1%	2%	3%	2%	*	1%	2%	2%	5%	*	1%	1%
Definitely would not vote	(1)	93	44	49	13	24	16	20	10	10	12	23	27	29	-	-	-	-	-	4	2	4
		9%	9%	10%	15%	18%	8%	10%	6%	4%	5%	8%	14%	15%	-	-	-	-	-	1%	4%	1%
Refused		1	1	-	-	-	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-
		*	*	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	*	-	-
Don't know		3	3	1	-	-	-	3	-	1	-	-	-	2	-	-	-	-	-	-	-	-
		*	1%	*	-	-	-	1%	-	*	-	-	-	1%	-	-	-	-	-	-	-	-
Mean		7.93	8.05	7.81	5.79	6.66	7.92	7.99	8.47	9.05	8.77	7.92	7.44	7.16	9.23	8.90	8.76	8.51	8.24	9.32	9.03	9.15
Standard deviation		3.04	2.97	3.10	3.16	3.53	2.90	3.12	2.70	2.21	2.39	2.98	3.38	3.39	1.51	1.74	2.25	2.24	2.42	1.64	2.17	1.79
Standard error		0.10	0.14	0.13	0.49	0.36	0.22	0.23	0.20	0.12	0.11	0.21	0.32	0.24	0.10	0.16	0.23	0.18	0.31	0.10	0.23	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	1000	464	536	41	94	176	179	175	331	438	201	114	203	253	120	98	155	60	291	90	268
Weighted base	1000	490	510	91	131	191	191	161	231	268	287	201	201	231	98	99	167	70	255	51	275
Conservative	231	112	119	13	24	34	42	44	70	76	66	49	35	231	-	-	-	-	156	*	38
	23%	23%	23%	15%	18%	18%	22%	28%	30%	28%	23%	24%	18%	100%	-	-	-	-	61%	1%	14%
Labour	98	48	49	10	11	23	17	17	19	36	24	11	23	-	98	-	-	-	3	28	36
	10%	10%	10%	11%	9%	12%	9%	11%	8%	14%	8%	5%	11%	-	100%	-	-	-	1%	56%	13%
Liberal Democrat	99	50	48	10	17	9	19	20	24	37	22	19	18	-	-	99	-	-	4	3	75
	10%	10%	9%	10%	13%	5%	10%	12%	10%	14%	8%	10%	9%	-	-	100%	-	-	2%	6%	27%
The UK Independence Party (UKIP)	167	99	68	16	18	36	31	24	42	31	48	45	37	-	-	-	167	-	40	9	41
	17%	20%	13%	17%	14%	19%	16%	15%	18%	12%	17%	22%	18%	-	-	-	100%	-	16%	18%	15%
The Green Party	62	30	32	8	9	25	11	7	3	16	27	6	11	-	-	-	-	62	5	1	23
	6%	6%	6%	8%	7%	13%	6%	4%	1%	6%	9%	3%	6%	-	-	-	-	89%	2%	2%	9%
The British National Party (BNP)	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1
	*	*	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	2%	-	-	1%
Some other party	6	2	4	-	-	1	2	1	2	1	2	1	2	-	-	-	-	6	-	*	3
	1%	*	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	-	-	-	-	9%	-	1%	1%
Would not vote	93	44	49	13	24	16	20	10	10	12	23	27	29	-	-	-	-	-	4	2	4
	9%	9%	10%	15%	18%	8%	10%	6%	4%	5%	8%	14%	15%	-	-	-	-	-	1%	4%	1%
Refused	67	35	32	-	3	7	11	17	29	19	10	12	16	-	-	-	-	-	5	*	10
	7%	7%	6%	-	3%	4%	6%	10%	13%	7%	4%	6%	8%	-	-	-	-	-	2%	1%	4%
Don't know	176	67	109	22	24	40	38	21	30	39	66	29	29	-	-	-	-	-	38	6	43
	18%	14%	21%	24%	19%	21%	20%	13%	13%	15%	23%	14%	15%	-	-	-	-	-	15%	13%	16%

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Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

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

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

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

	Total	Gender		Age					SEG				Voting Intention				2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	525	256	269	14	40	85	89	98	198	259	101	58	94	203	91	76	113	42	201	61	171
Weighted base	486	250	236	30	50	92	93	86	133	155	135	98	84	182	72	72	114	46	175	34	173
Conservative	182	89	93	6	17	28	35	34	60	59	51	41	28	182	-	-	-	-	133	*	32
	37%	36%	39%	19%	35%	30%	38%	40%	45%	38%	37%	41%	33%	100%	-	-	-	-	76%	1%	19%
Labour	72	35	37	7	8	16	12	14	14	28	19	7	15	-	72	-	-	-	3	23	29
	15%	14%	16%	24%	16%	18%	13%	16%	11%	18%	14%	8%	17%	-	100%	-	-	-	2%	67%	17%
Liberal Democrat	72	39	33	7	6	7	16	15	20	29	15	13	12	-	-	72	-	-	4	3	60
	15%	16%	14%	25%	13%	8%	18%	18%	15%	19%	11%	14%	14%	-	-	100%	-	-	2%	8%	35%
The UK Independence Party (UKIP)	114	66	48	7	13	21	22	18	34	25	32	30	23	-	-	-	114	-	31	7	31
	23%	26%	20%	22%	26%	23%	23%	21%	25%	16%	24%	31%	28%	-	-	-	100%	-	18%	21%	18%
The Green Party	40	18	22	3	5	19	6	4	3	13	17	4	5	-	-	-	-	40	5	1	17
	8%	7%	9%	10%	11%	20%	6%	4%	2%	8%	13%	4%	6%	-	-	-	-	87%	3%	2%	10%
The British National Party (BNP)	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	1	-	-	1
	*	*	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	2%	-	-	1%
Some other party	5	2	3	-	-	1	2	1	2	1	2	1	1	-	-	-	-	5	-	*	2
	1%	1%	1%	-	-	1%	2%	1%	1%	1%	1%	1%	2%	-	-	-	-	11%	-	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	38%
Labour	14%
Liberal Democrat	17%
UKIP	22%
Other	9%

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CATI Fieldwork : 26th May-1st June 2014

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	1000	464	536	41	94	176	179	175	331	438	201	114	203	253	120	98	155	60	291	90	268
Weighted base	1000	490	510	91	131	191	191	161	231	268	287	201	201	231	98	99	167	70	255	51	275
Conservative	225 22%	110 22%	115 23%	11 12%	21 16%	36 19%	44 23%	38 24%	73 32%	77 29%	60 21%	49 24%	32 16%	192 83%	2 2%	-	12 7%	1 2%	154 60%	3 5%	31 11%
Labour	86 9%	45 9%	41 8%	11 12%	6 5%	20 11%	16 9%	15 9%	17 7%	33 12%	19 7%	9 5%	21 10%	-	70 72%	*	2 1%	3 4%	4 1%	24 48%	31 11%
Liberal Democrat	166 17%	81 17%	85 17%	16 18%	25 19%	21 11%	34 18%	32 20%	37 16%	57 21%	40 14%	32 16%	29 14%	21 9%	17 18%	92 93%	8 5%	5 7%	19 8%	5 10%	107 39%
The UK Independence Party (UKIP)	152 15%	92 19%	61 12%	17 18%	14 11%	30 16%	31 16%	24 15%	36 16%	27 10%	44 15%	38 19%	39 20%	5 2%	1 1%	1 1%	137 82%	4 6%	34 13%	9 18%	33 12%
The Green Party	55 6%	28 6%	27 5%	5 5%	10 8%	21 11%	8 4%	10 6%	2 1%	12 5%	28 10%	6 3%	5 3%	-	2 2%	2 2%	-	50 71%	3 1%	1 1%	24 9%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	7 1%	2 *	4 1%	-	-	5 3%	1 *	-	1 *	2 1%	4 1%	-	1 1%	-	1 1%	-	1 1%	3 4%	2 1%	1 2%	3 1%
Would not vote	93 9%	44 9%	49 10%	13 15%	24 18%	16 8%	20 10%	10 6%	10 4%	12 5%	23 8%	27 14%	29 15%	-	-	-	-	-	4 1%	2 4%	4 1%
Refused	51 5%	27 6%	24 5%	-	3 3%	4 2%	7 4%	12 8%	24 10%	12 5%	8 3%	12 6%	12 6%	-	-	-	-	1 2%	2 1%	-	7 2%
Don't know	166 17%	62 13%	105 21%	18 20%	27 21%	40 21%	30 15%	20 12%	30 13%	35 13%	61 21%	28 14%	32 16%	13 6%	5 5%	4 4%	8 4%	3 4%	33 13%	6 11%	36 13%

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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	545	266	280	14	40	92	96	100	203	273	103	59	93	194	87	75	109	38	210	63	181
Weighted base	503	260	243	32	49	96	100	89	136	162	140	100	84	171	68	71	110	42	180	35	182
Conservative	174	87	88	5	15	28	34	31	60	59	45	39	25	152	*	-	9	1	127	2	26
	35%	33%	36%	17%	30%	29%	34%	34%	44%	37%	32%	39%	30%	89%	1%	-	8%	2%	71%	6%	14%
Labour	62	31	31	8	4	14	11	11	14	25	15	5	15	-	51	*	2	3	3	20	26
	12%	12%	13%	25%	8%	14%	11%	12%	11%	16%	11%	5%	17%	-	75%	*	2%	7%	2%	56%	14%
Liberal Democrat	125	61	63	11	17	17	28	23	30	46	29	25	17	14	14	70	6	3	16	5	84
	25%	24%	26%	34%	34%	18%	28%	25%	22%	29%	21%	25%	21%	8%	20%	99%	5%	7%	9%	13%	46%
The UK Independence Party (UKIP)	101	61	40	6	9	18	21	19	29	20	30	27	22	4	*	1	93	1	28	7	25
	20%	24%	16%	18%	18%	18%	21%	21%	21%	12%	21%	27%	27%	2%	*	1%	84%	2%	16%	20%	14%
The Green Party	35	17	18	2	5	15	5	7	2	10	17	4	4	-	2	*	-	33	3	1	18
	7%	7%	7%	6%	9%	16%	5%	8%	2%	6%	12%	4%	4%	-	3%	*	-	78%	1%	2%	10%
Some other party	6	2	3	-	-	4	1	-	1	1	4	-	1	-	1	-	1	2	2	1	3
	1%	1%	1%	-	-	5%	1%	-	*	1%	3%	-	1%	-	1%	-	1%	5%	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	35%
Labour	12%
Liberal Democrat	26%
UKIP	19%
Other	8%

Chippenham 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	1000	464	536	41	94	176	179	175	331	438	201	114	203	253	120	98	155	60	291	90	268
Weighted base	1000	490	510	91	131	191	191	161	231	268	287	201	201	231	98	99	167	70	255	51	275
I would not vote UKIP	559	270	289	56	72	111	102	93	123	188	163	81	106	167	80	82	-	54	151	28	179
	56%	55%	57%	61%	55%	58%	53%	58%	53%	70%	57%	41%	53%	73%	82%	83%	-	77%	59%	55%	65%
I would not vote Labour	533	279	254	31	65	97	108	89	141	142	168	111	98	183	-	54	126	32	201	10	142
	53%	57%	50%	34%	50%	51%	56%	56%	61%	53%	59%	55%	49%	79%	-	55%	75%	45%	79%	19%	52%
I would not vote Liberal Democrat	488	255	233	32	52	98	104	86	113	128	136	109	97	144	54	-	128	32	166	31	102
	49%	52%	46%	36%	40%	51%	55%	53%	49%	48%	48%	54%	48%	62%	55%	-	77%	46%	65%	61%	37%
I would not vote Conservative	439	229	210	39	56	100	83	69	90	103	130	80	107	-	75	69	120	55	33	38	163
	44%	47%	41%	43%	43%	52%	44%	43%	39%	38%	45%	40%	53%	-	77%	69%	71%	78%	13%	75%	59%
None of these - I would potentially vote for all of them	90	38	52	13	21	17	12	9	18	17	26	24	17	10	5	7	9	3	16	1	14
	9%	8%	10%	14%	16%	9%	6%	5%	8%	6%	9%	12%	9%	4%	5%	7%	5%	5%	6%	3%	5%
Don't know	40	19	20	2	5	4	12	6	10	5	6	14	7	1	*	-	2	1	3	1	1
	4%	4%	4%	2%	4%	2%	6%	4%	4%	2%	2%	7%	4%	1%	*	-	1%	1%	1%	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	1000	464	536	41	94	176	179	175	331	438	201	114	203	253	120	98	155	60	291	90	268
Weighted base	1000	490	510	91	131	191	191	161	231	268	287	201	201	231	98	99	167	70	255	51	275
NET: Well	664	357	307	64	79	126	114	118	161	204	190	128	118	203	62	70	83	44	206	33	184
	66%	73%	60%	70%	60%	66%	60%	73%	70%	76%	66%	64%	59%	88%	63%	71%	50%	62%	81%	66%	67%
Very well	(4)	44	29	15	2	7	10	6	8	12	9	11	8	15	5	5	5	1	17	3	11
	4%	6%	3%	2%	5%	5%	3%	5%	5%	5%	3%	5%	4%	6%	5%	5%	3%	2%	7%	6%	4%
Quite well	(3)	620	328	293	62	72	116	108	110	150	181	118	110	188	57	65	78	42	189	30	173
	62%	67%	57%	68%	55%	61%	57%	69%	65%	72%	63%	59%	55%	81%	59%	66%	47%	60%	74%	59%	63%
Quite badly	(2)	244	91	153	23	35	52	58	32	45	50	53	52	21	31	22	65	20	41	14	71
	24%	19%	30%	25%	27%	27%	30%	20%	19%	19%	27%	26%	26%	9%	31%	22%	39%	28%	16%	27%	26%
Very badly	(1)	48	23	24	4	8	8	9	6	11	6	10	9	2	4	2	14	3	2	2	8
	5%	5%	5%	4%	6%	4%	4%	4%	5%	2%	3%	5%	9%	1%	4%	2%	8%	4%	1%	3%	3%
NET: Badly	292	114	178	27	43	60	67	38	56	56	86	62	70	24	35	24	79	23	43	16	79
	29%	23%	35%	30%	33%	31%	35%	23%	24%	21%	30%	31%	35%	10%	35%	24%	47%	32%	17%	31%	29%
Don't know	44	19	25	-	9	6	10	5	14	7	10	10	12	4	1	5	6	4	6	2	12
	4%	4%	5%	-	7%	3%	5%	3%	6%	3%	4%	5%	6%	2%	1%	5%	4%	5%	2%	4%	4%
Mean	2.69	2.77	2.61	2.68	2.63	2.69	2.62	2.77	2.74	2.81	2.69	2.68	2.57	2.95	2.65	2.79	2.46	2.64	2.89	2.71	2.71
Standard deviation	0.64	0.63	0.63	0.60	0.70	0.64	0.63	0.59	0.64	0.55	0.60	0.66	0.73	0.45	0.64	0.57	0.70	0.60	0.50	0.65	0.59
Standard error	0.02	0.03	0.03	0.09	0.07	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.06	0.06	0.06	0.08	0.03	0.07	0.04

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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	1000	464	536	41	94	176	179	175	331	438	201	114	203	253	120	98	155	60	291	90	268	
Weighted base	1000	490	510	91	131	191	191	161	231	268	287	201	201	231	98	99	167	70	255	51	275	
NET: Well	660	342	318	59	86	121	110	113	170	207	188	125	113	196	61	75	88	45	210	33	184	
	66%	70%	62%	65%	66%	63%	57%	70%	73%	77%	65%	62%	56%	85%	63%	76%	53%	65%	82%	65%	67%	
Very well	(4)	41	25	16	-	8	5	8	5	16	13	7	7	9	13	5	3	9	1	13	5	10
	4%	5%	3%	-	6%	3%	4%	3%	7%	5%	3%	3%	4%	6%	6%	3%	5%	2%	5%	9%	4%	
Quite well	(3)	619	316	303	59	78	116	102	108	154	195	181	118	104	182	56	72	80	44	197	28	174
	62%	65%	59%	65%	60%	60%	53%	67%	67%	73%	63%	59%	52%	79%	57%	73%	48%	63%	77%	56%	63%	
Quite badly	(2)	248	98	151	21	33	54	66	32	41	52	69	51	64	28	31	18	59	20	34	13	75
	25%	20%	30%	23%	25%	28%	34%	20%	18%	19%	24%	26%	32%	12%	32%	18%	35%	29%	13%	25%	27%	
Very badly	(1)	53	33	20	5	6	14	8	10	9	4	19	14	15	1	5	3	18	3	5	3	9
	5%	7%	4%	6%	5%	7%	4%	7%	4%	1%	7%	7%	7%	1%	5%	4%	11%	4%	2%	5%	3%	
NET: Badly	301	131	171	26	39	68	74	43	50	56	87	65	78	29	36	22	77	23	40	15	83	
	30%	27%	33%	29%	30%	35%	39%	27%	21%	21%	30%	32%	39%	13%	37%	22%	46%	34%	16%	30%	30%	
Don't know	39	18	21	6	6	3	7	5	12	5	12	10	10	6	*	2	2	1	5	3	8	
	4%	4%	4%	6%	4%	1%	4%	3%	5%	2%	4%	5%	5%	3%	*	2%	1%	2%	2%	5%	3%	
Mean	2.67	2.71	2.64	2.63	2.70	2.59	2.59	2.69	2.81	2.82	2.64	2.62	2.56	2.92	2.63	2.78	2.48	2.63	2.87	2.73	2.69	
Standard deviation	0.64	0.67	0.61	0.60	0.66	0.67	0.65	0.64	0.61	0.52	0.65	0.67	0.70	0.45	0.68	0.57	0.76	0.60	0.51	0.72	0.60	
Standard error	0.02	0.03	0.03	0.10	0.07	0.05	0.05	0.05	0.03	0.03	0.05	0.06	0.05	0.03	0.06	0.06	0.06	0.08	0.03	0.08	0.04	

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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	1000	464	536	41	94	176	179	175	331	438	201	114	203	253	120	98	155	60	291	90	268
Weighted base	1000	490	510	91	131	191	191	161	231	268	287	201	201	231	98	99	167	70	255	51	275
I am satisfied with the job David Cameron is doing overall as Prime Minister	321 32%	157 32%	164 32%	25 27%	42 32%	61 32%	58 30%	49 30%	85 37%	99 37%	83 29%	73 36%	56 28%	155 67%	13 13%	24 25%	18 11%	11 16%	142 56%	7 14%	61 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	342 34%	167 34%	175 34%	37 40%	49 38%	66 35%	66 35%	52 32%	72 31%	89 33%	116 40%	64 32%	62 31%	72 31%	8 8%	45 46%	95 57%	20 29%	99 39%	13 25%	99 36%
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.	198 20%	106 22%	92 18%	20 23%	17 13%	41 21%	36 19%	41 25%	43 18%	50 19%	51 18%	38 19%	50 25%	2 1%	72 74%	21 22%	31 19%	27 38%	6 2%	25 48%	86 31%
Refused	29 3%	16 3%	12 2%	- -	- -	3 2%	2 1%	10 6%	13 6%	4 1%	7 3%	5 2%	8 4%	* *	- -	1 1%	1 *	2 3%	1 *	- -	5 2%
Don't know	110 11%	43 9%	67 13%	9 10%	23 18%	20 11%	29 15%	10 6%	19 8%	26 10%	29 10%	21 11%	25 13%	1 *	5 5%	7 7%	23 14%	10 14%	7 3%	6 12%	23 8%

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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	1000	464	536	41	94	176	179	175	331	438	201	114	203	253	120	98	155	60	291	90	268
Weighted base	1000	490	510	91	131	191	191	161	231	268	287	201	201	231	98	99	167	70	255	51	275
The Conservatives	533	275	258	39	55	94	104	96	142	162	149	109	88	130	55	65	88	39	146	28	186
	53%	56%	51%	43%	42%	49%	55%	60%	62%	61%	52%	54%	44%	56%	57%	66%	52%	56%	57%	54%	68%
The UK Independence Party (UKIP)	523	272	251	44	55	94	106	86	135	145	156	101	97	122	57	65	95	45	136	27	170
	52%	55%	49%	48%	42%	49%	56%	54%	58%	54%	54%	50%	48%	53%	58%	66%	57%	64%	53%	52%	62%
The Liberal Democrat	514	265	249	31	45	94	105	103	136	147	138	107	99	121	59	75	79	38	124	27	193
	51%	54%	49%	34%	35%	49%	55%	64%	59%	55%	48%	53%	49%	53%	60%	76%	47%	54%	49%	54%	70%
Labour	322	164	157	22	38	54	55	52	99	73	99	69	68	77	37	30	56	29	88	19	90
	32%	34%	31%	24%	29%	28%	29%	32%	43%	27%	35%	35%	34%	34%	37%	31%	33%	41%	35%	37%	33%
None of them	209	101	108	26	34	44	39	29	37	49	53	42	55	46	13	10	34	12	51	8	25
	21%	21%	21%	29%	26%	23%	20%	18%	16%	18%	19%	21%	28%	20%	13%	10%	21%	17%	20%	15%	9%
Don't know	41	10	30	5	9	5	4	7	11	8	13	9	10	7	5	2	8	2	5	2	8
	4%	2%	6%	5%	7%	2%	2%	4%	5%	3%	5%	4%	5%	3%	5%	2%	5%	3%	2%	3%	3%

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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	1000	464	536	41	94	176	179	175	331	438	201	114	203	253	120	98	155	60	291	90	268
Weighted base	1000	490	510	91	131	191	191	161	231	268	287	201	201	231	98	99	167	70	255	51	275
A Conservative government	329 33%	165 34%	164 32%	9 10%	41 31%	57 30%	71 37%	50 31%	100 43%	106 39%	91 32%	69 35%	58 29%	181 78%	1 1%	5 5%	62 37%	7 9%	191 75%	4 8%	44 16%
A Labour government	201 20%	108 22%	93 18%	29 32%	25 19%	47 24%	35 18%	31 19%	35 15%	49 18%	59 21%	40 20%	44 22%	6 3%	82 84%	8 8%	39 23%	11 15%	4 2%	33 65%	71 26%
A coalition between the Conservatives and the Liberal Democrats	152 15%	83 17%	69 13%	21 23%	28 22%	24 13%	25 13%	26 16%	28 12%	44 16%	53 18%	24 12%	25 13%	38 16%	1 1%	39 40%	22 13%	15 21%	36 14%	2 4%	58 21%
A coalition between Labour and the Liberal Democrats	136 14%	58 12%	78 15%	19 21%	16 12%	26 14%	25 13%	24 15%	25 11%	35 13%	36 12%	27 14%	32 16%	4 2%	13 14%	42 42%	17 10%	25 36%	7 3%	7 13%	68 25%
Don't know	182 18%	76 16%	106 21%	13 14%	21 16%	37 19%	36 19%	30 19%	43 19%	34 13%	48 17%	40 20%	43 21%	3 1%	1 1%	5 5%	28 17%	13 18%	17 7%	5 10%	34 13%

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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	464 46%	490 49%
Female	536 54%	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	1000	1000
Weighted base	1000	1000
18-24	41 4%	91 9%
25-34	94 9%	131 13%
35-44	176 18%	191 19%
45-54	179 18%	191 19%
55-64	175 18%	161 16%
65 or older	331 33%	231 23%
Refused	4 *	4 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	137 14%	83 8%
B	301 30%	184 18%
C1	201 20%	287 29%
C2	114 11%	201 20%
D	83 8%	97 10%
E	120 12%	104 10%
Refused	44 4%	44 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	1000	1000
Weighted base	1000	1000
Conservative	291 29%	255 25%
Labour	90 9%	51 5%
Liberal Democrats	268 27%	275 27%
Another party	41 4%	39 4%
Did not vote	210 21%	285 29%
Refused	59 6%	49 5%
Don't know	41 4%	46 5%