

Eastleigh Poll

CATI Fieldwork : 29th May-6th 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	441	559	65	99	161	197	181	294	398	227	143	185	217	119	134	200	31	265	96	277	
Weighted base	1000	490	510	110	160	179	189	160	199	238	314	219	181	211	108	126	201	34	244	68	285	
Certain to vote	(10)	544	263	281	40	61	83	109	104	145	156	167	105	95	141	71	90	118	16	173	53	181
		54%	54%	55%	37%	38%	46%	57%	65%	73%	65%	53%	48%	52%	67%	66%	71%	58%	47%	71%	79%	63%
	(9)	56	24	32	5	5	16	8	10	12	14	22	15	5	18	2	11	5	2	19	2	22
		6%	5%	6%	4%	3%	9%	4%	6%	6%	6%	7%	7%	3%	8%	2%	8%	2%	6%	8%	3%	8%
	(8)	89	44	44	14	19	17	14	10	14	25	31	13	15	16	10	11	21	4	21	3	33
		9%	9%	9%	13%	12%	10%	7%	6%	7%	10%	10%	6%	8%	7%	9%	9%	11%	11%	9%	5%	12%
	(7)	47	27	20	8	9	8	9	8	6	7	13	16	8	11	3	6	13	1	8	6	9
		5%	5%	4%	7%	5%	4%	5%	5%	3%	3%	4%	7%	5%	5%	3%	5%	7%	2%	3%	9%	3%
	(6)	26	13	12	8	10	-	2	2	3	6	8	5	5	1	7	2	8	-	2	-	9
		3%	3%	2%	8%	6%	-	1%	2%	1%	2%	3%	2%	3%	*	6%	2%	4%	-	1%	-	3%
	(5)	64	18	46	4	17	16	14	5	7	9	21	16	9	13	6	5	15	7	8	1	19
		6%	4%	9%	4%	11%	9%	7%	3%	3%	4%	7%	7%	5%	6%	5%	4%	8%	20%	3%	2%	7%
	(4)	17	8	10	3	4	7	2	1	1	1	2	6	5	4	-	1	6	-	2	-	2
		2%	2%	2%	3%	2%	4%	1%	1%	*	*	1%	3%	3%	2%	-	1%	3%	-	1%	-	1%
	(3)	31	16	15	5	8	7	9	2	1	5	9	10	5	5	3	1	9	2	4	-	3
		3%	3%	3%	4%	5%	4%	5%	2%	*	2%	3%	5%	3%	3%	3%	1%	5%	5%	2%	-	1%
	(2)	34	22	12	9	8	8	3	5	2	6	10	10	8	3	7	-	6	3	3	-	3
		3%	5%	2%	8%	5%	4%	2%	3%	1%	3%	3%	4%	4%	1%	6%	-	3%	9%	1%	-	1%
Definitely would not vote	(1)	91	54	36	13	19	19	19	11	8	9	30	23	24	-	-	-	-	-	3	2	4
		9%	11%	7%	12%	12%	10%	10%	7%	4%	4%	9%	10%	13%	-	-	-	-	-	1%	3%	1%
Refused		1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-
Don't know		1	-	1	-	-	-	*	-	1	*	-	-	1	-	-	-	-	-	-	-	1
		*	-	*	-	-	-	*	-	*	-	-	-	*	-	-	-	-	-	-	-	*
Mean		7.79	7.63	7.95	6.77	6.81	7.38	7.83	8.41	8.99	8.63	7.80	7.36	7.39	8.89	8.50	9.25	8.29	7.58	9.07	9.25	8.81
Standard deviation		3.11	3.27	2.93	3.35	3.28	3.26	3.16	2.83	2.22	2.49	3.10	3.28	3.41	2.00	2.49	1.44	2.43	2.89	1.94	1.82	2.06
Standard error		0.10	0.16	0.12	0.42	0.33	0.26	0.23	0.21	0.13	0.13	0.21	0.27	0.25	0.14	0.23	0.12	0.17	0.52	0.12	0.19	0.12

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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	441	559	65	99	161	197	181	294	398	227	143	185	217	119	134	200	31	265	96	277
Weighted base	1000	490	510	110	160	179	189	160	199	238	314	219	181	211	108	126	201	34	244	68	285
Conservative	211	113	99	23	28	36	43	35	47	62	71	42	25	211	-	-	-	-	146	1	26
	21%	23%	19%	21%	17%	20%	23%	22%	23%	26%	22%	19%	14%	100%	-	-	-	-	60%	2%	9%
Labour	108	46	62	18	24	22	15	15	15	29	35	17	23	-	108	-	-	-	2	41	29
	11%	9%	12%	16%	15%	12%	8%	9%	8%	12%	11%	8%	12%	-	100%	-	-	-	1%	60%	10%
Liberal Democrat	126	59	67	6	19	23	20	25	33	42	45	20	16	-	-	126	-	-	3	2	104
	13%	12%	13%	6%	12%	13%	11%	16%	16%	18%	14%	9%	9%	-	-	100%	-	-	1%	3%	36%
The UK Independence Party (UKIP)	201	110	92	20	31	22	49	35	44	38	42	73	42	-	-	-	201	-	49	9	45
	20%	22%	18%	18%	19%	12%	26%	22%	22%	16%	13%	33%	23%	-	-	-	100%	-	20%	14%	16%
The Green Party	28	14	14	12	3	8	3	1	2	11	10	5	-	-	-	-	-	28	4	2	9
	3%	3%	3%	11%	2%	4%	1%	1%	1%	5%	3%	2%	-	-	-	-	-	81%	2%	3%	3%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	6	2	4	-	2	-	2	2	-	-	-	2	3	-	-	-	-	6	-	-	5
	1%	*	1%	-	2%	-	1%	1%	-	-	-	1%	2%	-	-	-	-	19%	-	-	2%
Would not vote	91	54	36	13	19	19	19	11	8	9	30	23	24	-	-	-	-	-	3	2	4
	9%	11%	7%	12%	12%	10%	10%	7%	4%	4%	9%	10%	13%	-	-	-	-	-	1%	3%	1%
Refused	78	30	48	3	4	12	16	10	30	15	22	4	31	-	-	-	-	-	10	3	10
	8%	6%	9%	3%	3%	7%	8%	6%	15%	6%	7%	2%	17%	-	-	-	-	-	4%	5%	3%
Don't know	151	63	88	16	29	38	23	25	21	32	61	33	17	-	-	-	-	-	26	8	53
	15%	13%	17%	14%	18%	21%	12%	15%	10%	14%	19%	15%	9%	-	-	-	-	-	11%	11%	19%

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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	526	239	287	30	46	74	104	105	167	239	115	77	77	170	89	108	141	19	182	67	171
Weighted base	486	247	239	50	66	74	93	89	114	141	146	111	71	158	75	100	133	20	163	47	167
Conservative	158	83	75	17	18	24	31	29	39	51	52	31	18	158	-	-	-	-	116	1	21
	32%	34%	31%	34%	27%	32%	33%	33%	34%	36%	36%	28%	25%	100%	-	-	-	-	71%	2%	13%
Labour	75	32	43	12	13	16	10	12	13	21	25	12	13	-	75	-	-	-	1	35	21
	16%	13%	18%	24%	20%	22%	11%	13%	11%	15%	17%	11%	18%	-	100%	-	-	-	1%	74%	13%
Liberal Democrat	100	49	51	4	15	16	16	21	27	34	34	17	14	-	-	100	-	-	2	2	85
	21%	20%	22%	8%	23%	22%	17%	24%	24%	24%	23%	15%	20%	-	-	100%	-	-	1%	3%	51%
The UK Independence Party (UKIP)	133	71	62	9	18	13	34	25	34	27	28	48	26	-	-	-	133	-	41	8	33
	27%	29%	26%	18%	28%	18%	37%	28%	30%	19%	19%	43%	37%	-	-	-	100%	-	25%	17%	20%
The Green Party	19	11	7	8	2	5	1	1	1	9	7	4	-	-	-	-	-	19	3	2	7
	4%	5%	3%	17%	3%	6%	1%	1%	1%	6%	4%	3%	-	-	-	-	-	96%	2%	4%	4%
Some other party	1	*	1	-	*	-	*	*	-	-	-	*	*	-	-	-	-	1	-	-	*
	*	*	*	-	*	-	*	*	-	-	-	*	1%	-	-	-	-	4%	-	-	*

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Col percents

Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	33%
Labour	15%
Liberal Democrat	22%
UKIP	26%
Other	4%

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CATI Fieldwork : 29th May-6th 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	441	559	65	99	161	197	181	294	398	227	143	185	217	119	134	200	31	265	96	277
Weighted base	1000	490	510	110	160	179	189	160	199	238	314	219	181	211	108	126	201	34	244	68	285
Conservative	178 18%	98 20%	81 16%	18 16%	28 17%	27 15%	34 18%	32 20%	39 20%	54 23%	64 20%	25 11%	26 14%	151 72%	-	1 1%	7 4%	3 8%	129 53%	3 4%	12 4%
Labour	80 8%	35 7%	45 9%	11 10%	19 12%	17 9%	11 6%	9 6%	13 6%	20 9%	19 6%	16 7%	20 11%	1 *	61 56%	2 1%	5 3%	4 12%	3 1%	35 51%	11 4%
Liberal Democrat	275 28%	125 26%	150 29%	21 19%	42 26%	56 31%	47 25%	46 29%	63 32%	75 32%	102 32%	58 26%	34 19%	45 21%	35 33%	121 96%	20 10%	6 19%	37 15%	12 17%	174 61%
The UK Independence Party (UKIP)	173 17%	96 20%	77 15%	23 21%	25 15%	20 11%	41 22%	29 18%	35 18%	34 14%	36 12%	64 29%	31 17%	5 2%	4 4%	1 1%	156 78%	-	40 16%	8 13%	37 13%
The Green Party	19 2%	8 2%	11 2%	7 6%	4 3%	2 1%	4 2%	1 1%	-	8 3%	4 1%	5 2%	-	1 1%	1 1%	-	-	16 48%	3 1%	-	10 3%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	5 *	3 1%	2 *	-	-	-	1 1%	3 2%	* *	1 *	-	-	3 2%	-	1 1%	-	* *	3 8%	-	-	2 1%
Would not vote	91 9%	54 11%	36 7%	13 12%	19 12%	19 10%	19 10%	11 7%	8 4%	9 4%	30 9%	23 10%	24 13%	-	-	-	-	-	3 1%	2 3%	4 1%
Refused	49 5%	16 3%	33 7%	1 1%	1 1%	10 6%	8 4%	10 6%	17 9%	10 4%	10 3%	5 2%	17 10%	-	-	-	1 1%	-	5 2%	1 1%	2 1%
Don't know	131 13%	56 11%	75 15%	15 14%	22 14%	28 16%	23 12%	18 11%	24 12%	27 11%	49 15%	24 11%	26 14%	8 4%	6 6%	1 1%	11 6%	2 5%	25 10%	7 11%	32 11%

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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	565	252	313	31	47	83	110	113	180	254	127	79	86	164	85	107	135	18	184	70	193
Weighted base	523	261	262	52	70	83	100	94	124	149	165	114	78	152	71	99	129	19	168	49	187
Conservative	135	75	60	14	16	21	25	27	33	43	47	19	20	115	-	*	6	2	103	3	9
	26%	29%	23%	26%	22%	25%	25%	28%	27%	29%	28%	17%	25%	76%	-	*	5%	9%	61%	5%	5%
Labour	54	22	32	8	8	10	9	7	11	15	13	11	11	*	43	1	1	3	2	30	8
	10%	8%	12%	15%	11%	12%	9%	8%	9%	10%	8%	10%	14%	*	60%	1%	1%	17%	1%	61%	5%
Liberal Democrat	205	94	111	17	30	37	33	37	52	60	78	41	24	32	24	97	17	6	27	9	134
	39%	36%	43%	32%	43%	44%	33%	40%	42%	40%	47%	36%	31%	21%	33%	97%	13%	30%	16%	19%	72%
The UK Independence Party (UKIP)	117	63	54	10	14	15	29	21	28	24	26	41	22	3	3	1	105	-	33	7	29
	22%	24%	21%	19%	20%	18%	29%	22%	23%	16%	16%	36%	28%	2%	5%	1%	81%	-	20%	15%	15%
The Green Party	10	6	4	4	2	1	3	1	-	7	1	2	-	1	1	-	-	8	3	-	5
	2%	2%	1%	7%	3%	1%	3%	1%	-	4%	1%	2%	-	1%	1%	-	-	42%	2%	-	3%
Some other party	2	1	2	-	-	-	1	1	*	1	-	-	1	-	1	-	*	1	-	-	1
	*	*	1%	-	-	-	1%	1%	*	1%	-	-	2%	-	1%	-	*	3%	-	-	*

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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	27%
Labour	10%
Liberal Democrat	39%
UKIP	22%
Other	2%

Eastleigh Poll

CATI Fieldwork : 29th May-6th June 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	1000	441	559	65	99	161	197	181	294	398	227	143	185	217	119	134	200	31	265	96	277
Weighted base	1000	490	510	110	160	179	189	160	199	238	314	219	181	211	108	126	201	34	244	68	285
I would not vote Labour	570	297	273	47	76	89	125	103	128	129	174	136	105	175	-	70	159	20	200	7	161
	57%	61%	54%	43%	48%	50%	66%	65%	64%	54%	55%	62%	58%	83%	-	56%	79%	57%	82%	10%	57%
I would not vote UKIP	518	249	269	67	86	103	87	84	90	140	180	101	76	147	83	106	-	31	126	41	188
	52%	51%	53%	61%	54%	58%	46%	53%	45%	59%	57%	46%	42%	69%	76%	84%	-	90%	52%	60%	66%
I would not vote Conservative	452	224	228	54	70	76	96	76	76	97	147	97	89	-	90	85	118	25	25	56	187
	45%	46%	45%	50%	44%	42%	51%	48%	38%	41%	47%	44%	49%	-	84%	67%	59%	75%	10%	83%	66%
I would not vote Liberal Democrat	450	251	199	57	80	62	91	70	90	108	121	116	82	119	47	-	150	21	158	39	63
	45%	51%	39%	52%	50%	34%	48%	44%	45%	45%	39%	53%	45%	56%	43%	-	75%	60%	65%	58%	22%
None of these - I would potentially vote for all of them	74	31	43	11	9	16	14	7	16	14	26	14	16	5	8	1	7	-	6	3	9
	7%	6%	8%	10%	5%	9%	7%	4%	8%	6%	8%	6%	9%	2%	7%	*	4%	-	2%	4%	3%
Don't know	22	6	16	-	4	4	4	3	8	4	7	-	8	-	-	-	-	-	2	1	-
	2%	1%	3%	-	2%	2%	2%	2%	4%	2%	2%	-	4%	-	-	-	-	-	1%	1%	-

Eastleigh Poll

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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	441	559	65	99	161	197	181	294	398	227	143	185	217	119	134	200	31	265	96	277	
Weighted base	1000	490	510	110	160	179	189	160	199	238	314	219	181	211	108	126	201	34	244	68	285	
NET: Well	694	375	320	79	111	122	115	115	152	183	217	142	119	193	62	103	128	21	206	34	206	
	69%	76%	63%	72%	69%	68%	61%	72%	76%	77%	69%	65%	66%	91%	57%	82%	64%	60%	85%	51%	72%	
Very well	(4)	43	29	14	7	4	7	7	4	14	9	13	7	9	19	1	4	6	1	17	3	8
	4%	6%	3%	7%	3%	4%	3%	2%	7%	4%	4%	3%	5%	9%	1%	4%	3%	2%	7%	5%	3%	
Quite well	(3)	652	346	306	72	107	115	108	111	137	174	203	135	110	174	60	99	122	20	190	31	199
	65%	71%	60%	66%	67%	64%	57%	70%	69%	73%	65%	61%	61%	82%	56%	78%	61%	58%	78%	46%	70%	
Quite badly	(2)	210	80	130	25	35	42	51	27	28	42	72	55	37	16	40	19	49	11	28	29	56
	21%	16%	26%	23%	22%	24%	27%	17%	14%	17%	23%	25%	20%	8%	37%	15%	24%	31%	11%	42%	20%	
Very badly	(1)	49	16	32	4	7	7	12	11	8	6	9	14	19	-	3	1	19	3	6	3	12
	5%	3%	6%	3%	4%	4%	6%	7%	4%	2%	3%	6%	11%	-	3%	1%	10%	9%	2%	5%	4%	
NET: Badly	258	96	163	29	42	49	63	38	36	47	80	69	56	16	42	21	68	14	34	32	68	
	26%	20%	32%	26%	26%	27%	33%	24%	18%	20%	26%	31%	31%	8%	39%	16%	34%	40%	14%	47%	24%	
Don't know	47	20	28	2	7	9	11	7	12	8	18	8	7	2	4	3	5	-	4	1	10	
	5%	4%	5%	2%	4%	5%	6%	4%	6%	3%	6%	4%	4%	1%	4%	2%	3%	-	2%	2%	4%	
Mean	2.72	2.82	2.62	2.77	2.70	2.71	2.61	2.71	2.84	2.81	2.75	2.64	2.62	3.02	2.58	2.86	2.59	2.54	2.91	2.51	2.74	
Standard deviation	0.63	0.58	0.65	0.62	0.59	0.61	0.67	0.64	0.61	0.53	0.58	0.66	0.75	0.41	0.57	0.46	0.71	0.70	0.52	0.67	0.58	
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.06	0.03	0.05	0.04	0.05	0.12	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	441	559	65	99	161	197	181	294	398	227	143	185	217	119	134	200	31	265	96	277	
Weighted base	1000	490	510	110	160	179	189	160	199	238	314	219	181	211	108	126	201	34	244	68	285	
NET: Well	699	368	330	88	117	127	109	110	146	190	230	136	112	189	61	96	121	21	209	40	203	
		70%	65%	81%	73%	71%	58%	69%	73%	80%	73%	62%	62%	89%	57%	76%	60%	60%	85%	59%	71%	
Very well	(4)	51	34	18	6	5	5	10	9	16	14	14	4	14	21	3	7	3	1	23	4	11
		5%	7%	3%	5%	3%	3%	5%	5%	8%	6%	4%	2%	8%	10%	3%	5%	1%	3%	10%	5%	4%
Quite well	(3)	647	335	313	82	112	121	99	102	129	176	216	132	98	167	58	89	119	20	185	36	192
		65%	68%	61%	75%	70%	68%	52%	64%	65%	74%	69%	60%	54%	79%	54%	71%	59%	58%	76%	54%	68%
Quite badly	(2)	221	85	136	20	31	41	61	33	35	35	67	70	44	18	39	29	59	13	29	24	65
		22%	17%	27%	18%	20%	23%	32%	20%	18%	15%	21%	32%	24%	8%	36%	23%	29%	39%	12%	36%	23%
Very badly	(1)	44	21	24	-	8	5	12	11	8	5	7	11	19	1	5	-	14	*	2	1	9
		4%	4%	5%	-	5%	3%	7%	7%	4%	2%	2%	5%	10%	1%	4%	-	7%	1%	1%	2%	3%
NET: Badly		265	106	159	20	40	45	73	44	43	40	74	81	62	19	44	29	73	14	30	26	74
		27%	22%	31%	18%	25%	25%	39%	27%	22%	17%	24%	37%	34%	9%	41%	23%	36%	40%	12%	38%	26%
Don't know		36	16	21	2	3	8	7	6	11	8	11	2	7	3	3	1	7	-	5	2	8
		4%	3%	4%	2%	2%	4%	4%	3%	5%	3%	3%	1%	4%	2%	3%	1%	3%	-	2%	3%	3%
Mean		2.73	2.80	2.66	2.87	2.73	2.74	2.59	2.70	2.81	2.87	2.78	2.59	2.61	3.00	2.57	2.82	2.56	2.62	2.96	2.64	2.74
Standard deviation		0.63	0.62	0.63	0.47	0.61	0.56	0.70	0.68	0.64	0.53	0.56	0.62	0.78	0.46	0.63	0.50	0.65	0.56	0.50	0.63	0.58
Standard error		0.02	0.03	0.03	0.06	0.06	0.04	0.05	0.05	0.04	0.03	0.04	0.05	0.06	0.03	0.06	0.04	0.05	0.10	0.03	0.07	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	441	559	65	99	161	197	181	294	398	227	143	185	217	119	134	200	31	265	96	277
Weighted base	1000	490	510	110	160	179	189	160	199	238	314	219	181	211	108	126	201	34	244	68	285
I am satisfied with the job David Cameron is doing overall as Prime Minister	326 33%	165 34%	162 32%	30 27%	66 42%	55 31%	62 33%	43 27%	70 35%	77 32%	102 33%	68 31%	65 36%	152 72%	14 13%	43 34%	32 16%	7 21%	133 54%	7 10%	84 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	358 36%	191 39%	167 33%	37 34%	51 32%	72 40%	65 34%	61 38%	71 36%	90 38%	116 37%	87 40%	53 29%	54 26%	14 13%	57 45%	107 53%	16 47%	93 38%	15 22%	96 34%
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.	188 19%	81 17%	107 21%	34 31%	27 17%	36 20%	29 15%	32 20%	31 15%	50 21%	54 17%	37 17%	38 21%	4 2%	78 72%	20 16%	36 18%	10 28%	9 4%	43 63%	64 23%
Refused	29 3%	12 3%	16 3%	- -	5 3%	5 3%	6 3%	6 4%	6 3%	6 2%	10 3%	1 1%	8 4%	- -	1 1%	- -	1 1%	- -	1 *	- -	7 3%
Don't know	99 10%	40 8%	58 11%	9 8%	11 7%	11 6%	28 15%	18 11%	22 11%	16 7%	32 10%	25 12%	17 10%	2 1%	2 2%	6 5%	25 12%	1 4%	8 3%	4 5%	33 12%

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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	441	559	65	99	161	197	181	294	398	227	143	185	217	119	134	200	31	265	96	277
Weighted base	1000	490	510	110	160	179	189	160	199	238	314	219	181	211	108	126	201	34	244	68	285
The Liberal Democrat	655	314	342	41	91	118	140	118	145	173	209	140	107	144	78	116	125	23	166	51	236
	66%	64%	67%	37%	57%	66%	74%	74%	73%	73%	66%	64%	59%	68%	72%	92%	62%	67%	68%	76%	83%
The UK Independence Party (UKIP)	546	270	275	49	74	105	111	96	111	144	175	126	81	116	64	83	121	25	133	45	183
	55%	55%	54%	44%	46%	58%	58%	60%	55%	60%	56%	57%	45%	55%	59%	66%	60%	73%	54%	66%	64%
The Conservatives	378	181	197	37	40	66	83	64	85	102	120	80	57	90	43	57	60	16	102	23	119
	38%	37%	39%	34%	25%	37%	44%	40%	43%	43%	38%	37%	32%	42%	40%	46%	30%	47%	42%	34%	42%
Labour	314	151	163	24	39	63	61	51	73	74	101	71	54	50	48	53	49	14	56	36	110
	31%	31%	32%	22%	25%	35%	32%	32%	37%	31%	32%	32%	30%	24%	44%	42%	24%	42%	23%	54%	39%
None of them	185	97	88	26	41	33	27	25	34	40	53	35	45	45	13	5	36	4	52	11	31
	19%	20%	17%	24%	26%	18%	14%	16%	17%	17%	17%	16%	25%	21%	12%	4%	18%	12%	21%	16%	11%
Don't know	41	15	26	8	11	5	8	4	4	7	19	6	6	6	4	-	6	-	8	-	2
	4%	3%	5%	8%	7%	3%	4%	2%	2%	3%	6%	3%	3%	3%	3%	-	3%	-	3%	-	1%

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Absolutes/col percents

Table 13

Q.9 Which of the following would you most like to see as the outcome of the next general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	441	559	65	99	161	197	181	294	398	227	143	185	217	119	134	200	31	265	96	277
Weighted base	1000	490	510	110	160	179	189	160	199	238	314	219	181	211	108	126	201	34	244	68	285
A Conservative government	331 33%	178 36%	152 30%	34 31%	39 24%	57 32%	56 30%	61 38%	83 42%	87 37%	101 32%	75 34%	49 27%	185 88%	- -	5 4%	80 40%	6 19%	194 79%	3 4%	41 14%
A Labour government	205 21%	101 21%	104 20%	26 24%	39 24%	44 24%	35 19%	28 17%	34 17%	49 21%	50 16%	58 27%	40 22%	1 1%	86 79%	14 11%	44 22%	11 32%	6 3%	50 75%	62 22%
A coalition between the Conservatives and the Liberal Democrats	157 16%	72 15%	85 17%	13 12%	32 20%	26 15%	37 20%	19 12%	29 15%	42 17%	58 18%	29 13%	25 14%	20 9%	2 2%	61 48%	24 12%	2 5%	17 7%	1 1%	73 26%
A coalition between Labour and the Liberal Democrats	120 12%	56 11%	64 13%	13 12%	18 11%	25 14%	28 15%	21 13%	15 7%	24 10%	49 16%	18 8%	28 15%	- -	18 16%	38 30%	19 9%	11 32%	1 1%	9 13%	71 25%
Don't know	188 19%	83 17%	105 21%	24 22%	32 20%	27 15%	33 17%	32 20%	38 19%	36 15%	56 18%	39 18%	38 21%	5 2%	3 3%	8 6%	34 17%	4 13%	25 10%	5 7%	38 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	441 44%	490 49%
Female	559 56%	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	65 7%	110 11%
25-34	99 10%	160 16%
35-44	161 16%	179 18%
45-54	197 20%	189 19%
55-64	181 18%	160 16%
65 or older	294 29%	199 20%
Refused	3 *	3 *

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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	127 13%	71 7%
B	271 27%	167 17%
C1	227 23%	314 31%
C2	143 14%	219 22%
D	70 7%	84 8%
E	115 12%	97 10%
Refused	47 5%	47 5%

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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	265 27%	244 24%
Labour	96 10%	68 7%
Liberal Democrats	277 28%	285 28%
Another party	46 5%	33 3%
Did not vote	201 20%	272 27%
Refused	69 7%	56 6%
Don't know	46 5%	43 4%