Harrogate & Knaresborough Poll CATI Fieldwork : 5th-14th June 2014

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**

| | | | Ge | nder | | | Ag | ge | | | | SE | | | | Vot | ting Intent | ion | | : | 2010 Vo | te |
|---------------------------|------|------------|------------|------------|-----------|-----------|-----------|------------|------------|------------|------------|------------|-----------|-----------|------------|-----------|-------------|-----------|-----------|------------|-----------|------------|
| | | Total | | 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 | 432 | 568 | 61 | 80 | 130 | 219 | 170 | 333 | 412 | 204 | 105 | 220 | 281 | 120 | 105 | 135 | 42 | 308 | 70 | 249 |
| Weighted base | | 1000 | 480 | 520 | 89 | 139 | 179 | 189 | 159 | 238 | 282 | 311 | 179 | 169 | 263 | 111 | 101 | 145 | 50 | 276 | 45 | 260 |
| Certain to vote | (10) | 529 53% | 252 52% | 278 53% | 15 17% | 41 30% | 92 51% | 107 57% | 100 63% | 169 71% | 174 62% | 162 52% | 80 45% | 85 50% | 170 65% | 64 57% | 61 60% | 83 57% | 32 64% | 199 72% | 32 72% | 163 63% |
| | (9) | 71 7% | 37 8% | 34 6% | 12 14% | 6 4% | 12 6% | 20 10% | 10 6% | 12 5% | 25 9% | 18 6% | 13 7% | 10 6% | 27 10% | 10 9% | 9 9% | 7 5% | 4 8% | 23 8% | 2 5% | 23 9% |
| | (8) | 87 9% | 48 10% | 39 7% | 9 11% | 16 12% | 16 9% | 12 6% | 17 11% | 16 7% | 22 8% | 26 8% | 19 10% | 12 7% | 27 10% | 8 7% | 8 7% | 10 7% | 8 16% | 21 8% | 5 11% | 27 10% |
| | (7) | 52 5% | 23 5% | 29 6% | 6 7% | 5 4% | 11 6% | 14 7% | 5 3% | 12 5% | 7 3% | 20 6% | 18 10% | 6 4% | 18 7% | 4 4% | 10 10% | 7 5% | 2 3% | 10 4% | 1 2% | 14 5% |
| | (6) | 30 3% | 19 4% | 11 2% | 5 5% | 8 6% | 5 3% | 6 3% | 2 1% | 4 2% | 8 3% | 3 1% | 7 4% | 6 3% | 4 2% | 9 9% | 1 1% | 7 5% | 1 2% | 5 2% | 1 2% | 9 3% |
| | (5) | 60 6% | 22 5% | 38 7% | 11 12% | 11 8% | 12 7% | 7 4% | 11 7% | 9 4% | 16 6% | 16 5% | 7 4% | 16 10% | 7 2% | 7 7% | 8 8% | 15 10% | 1 2% | 3 1% | * 1% | 14 5% |
| | (4) | 20 2% | 10 2% | 10 2% | 3 4% | 10 7% | 2 1% | 5 3% | - | 1 | 3 1% | 10 3% | 3 2% | 1 1% | 1 | 1 1% | 3 3% | 7 5% | 1 2% | 1 | - - | 4 2% |
| | (3) | 24 2% | 10 2% | 14 3% | 8 9% | 4 3% | 9 5% | 2 1% | 1 | 1 1% | 4 2% | 13 4% | 4 2% | 3 2% | 5 2% | 5 5% | 2 2% | 4 3% | 1 2% | 2 1% | 2 5% | 3 1% |
| | (2) | 12 1% | 4 1% | 9 2% | 2 2% | 4 3% | 3 2% | 3 1% | - | 1 | 4 1% | 5 1% | - | 3 2% | 3 1% | 1 1% | - | 5 3% | - | 2 1% | - | - |
| Definitely would not vote | (1) | 112 11% | 55 11% | 57 11% | 18 21% | 35 25% | 17 10% | 14 8% | 13 8% | 13 5% | 19 7% | 38 12% | 28 16% | 27 16% | - | - | - | - | - | 10 4% | 1 2% | 3 1% |
| Refused | | 1 | 1 | - | - | - | - | - | 1 1% | - | - | - | - | 1 1% | - | - | - | - | - | - | - | - |
| Don't know | | 2 | - | 2 | - | - | - | - | - | * | * | - | - | - | - | - | - | - | - | * | - | - |
| Mean | | 7.78 | 7.83 | 7.73 | 5.79 | 5.91 | 7.70 | 8.23 | 8.48 | 8.83 | 8.42 | 7.57 | 7.41 | 7.34 | 9.02 | 8.48 | 8.72 | 8.19 | 9.04 | 9.07 | 9.04 | 8.86 |
| Standard deviation | | 3.12 | 3.08 | 3.16 | 3.31 | 3.62 | 3.10 | 2.78 | 2.68 | 2.38 | 2.70 | 3.27 | 3.26 | 3.42 | 1.75 | 2.23 | 1.97 | 2.49 | 1.67 | 2.07 | 2.07 | 1.92 |
| Standard error | | 0.10 | 0.15 | 0.13 | 0.42 | 0.40 | 0.27 | 0.19 | 0.21 | 0.13 | 0.13 | 0.23 | 0.32 | 0.23 | 0.10 | 0.20 | 0.19 | 0.21 | 0.26 | 0.12 | 0.25 | 0.12 |

Harrogate & Knaresborough Poll CATI Fieldwork : 5th-14th June 2014

Table 2 Q.2 If there was a general election tomorrow, which party would you vote for? Base: All respondents

| | | | nder | | | | ge | | | | SE | | | | Vo | ting Intent | | | | 010 Vo | |
|-------------------------------------|--------------|------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-------------|-------------|---------------|-------------|-----------|------------|-----------|---------------|
| | <u>Total</u> | Male | <u>Female</u> | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Con | <u>Lab</u> | <u>LibDem</u> | UKIP | Other | Con | Lab | <u>LibDem</u> |
| Unweighted base | 1000 | 432 | 568 | 61 | 80 | 130 | 219 | 170 | 333 | 412 | 204 | 105 | 220 | 281 | 120 | 105 | 135 | 42 | 308 | 70 | 249 |
| Weighted base | 1000 | 480 | 520 | 89 | 139 | 179 | 189 | 159 | 238 | 282 | 311 | 179 | 169 | 263 | 111 | 101 | 145 | 50 | 276 | 45 | 260 |
| Conservative | 263 26% | 127 26% | 136 26% | 18 20% | 21 15% | 47 27% | 52 28% | 43 27% | 78 33% | 92 33% | 87 28% | 35 20% | 36 21% | 263 100% | - | - | - | - | 183 66% | * 1% | 35 14% |
| Labour | 111 11% | 58 12% | 53 10% | 6 7% | 24 17% | 18 10% | 25 13% | 21 13% | 16 7% | 33 12% | 36 12% | 18 10% | 21 13% | - | 111 100% | - | - | - | 3 1% | 29 65% | 37 14% |
| Liberal Democrat | 101 10% | 32 7% | 68 13% | 6 7% | 11 8% | 12 7% | 17 9% | 25 16% | 30 13% | 28 10% | 31 10% | 17 10% | 21 12% | - | - | 101 100% | - | - | 7 3% | 1 3% | 70 27% |
| The UK Independence Party (UKIP) | 145 15% | 87 18% | 58 11% | 16 17% | 21 15% | 22 12% | 29 15% | 18 12% | 38 16% | 25 9% | 50 16% | 33 18% | 30 18% | - | - | - | 145 100% | - | 40 14% | 7 15% | 27 10% |
| The Green Party | 45 5% | 21 4% | 24 5% | 7 8% | 9 6% | 15 8% | 7 4% | 6 3% | 3 1% | 19 7% | 10 3% | 13 8% | 3 2% | - | - | - | - | 45 91% | 2 1% | - | 27 10% |
| The British National Party (BNP) | 1 | - | 1 | - | - | - | 1 1% | - | - | - | 1 | - | - | - | - | - | - | 1 2% | - | - | - |
| Some other party | 3 | 3 1% | 1 | - | - | - | 2 1% | - | 1 1% | 1 | - | 2 1% | 1 | - | - | - | - | 3 6% | 2 1% | - | - |
| Would not vote | 112 11% | 55 11% | 57 11% | 18 21% | 35 25% | 17 10% | 14 8% | 13 8% | 13 5% | 19 7% | 38 12% | 28 16% | 27 16% | - | - | - | - | - | 10 4% | 1 2% | 3 1% |
| Refused | 79 8% | 40 8% | 38 7% | 1 1% | 5 3% | 12 7% | 22 12% | 14 9% | 24 10% | 25 9% | 22 7% | 8 5% | 12 7% | - | - | - | - | - | 7 3% | - | 12 5% |
| Don't know | 141 14% | 57 12% | 84 16% | 18 20% | 13 10% | 35 20% | 20 11% | 19 12% | 34 14% | 40 14% | 34 11% | 24 14% | 19 11% | - | - | - - | - | - | 22 8% | 7 15% | 49 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

| | | Ge | nder | | | Ag | ge | | | | SE | G | | | Vot | ing Intenti | ion | | 2 | 010 Vo | te |
|-------------------------------------|--------------|-----------|------------|----------|-----------|-----------|-----------|--------------|-----------|-----------|-----------|-----------|-----------|-------------|------------|---------------|------------|-----------|------------|------------|-----------|
| | <u>Total</u> | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | <u>55-64</u> | 65+ | AB | C1 | C2 | DE | Con | <u>Lab</u> | <u>LibDem</u> | UKIP | Other | Con | <u>Lab</u> | LibDem |
| Unweighted base | 515 | 228 | 287 | 21 | 29 | 61 | 117 | 95 | 190 | 231 | 107 | 51 | 106 | 222 | 87 | 80 | 94 | 32 | 220 | 52 | 148 |
| Weighted base | 480 | 236 | 245 | 28 | 48 | 78 | 97 | 89 | 137 | 153 | 152 | 81 | 77 | 201 | 76 | 72 | 93 | 38 | 194 | 31 | 151 |
| Conservative | 201 42% | 96 41% | 105 43% | 9 32% | 17 35% | 33 42% | 41 42% | 34 38% | 64 47% | 75 49% | 63 42% | 26 33% | 26 33% | 201 100% | - | - | - | - | 150 77% | * 1% | 28 19% |
| Labour | 76 16% | 41 17% | 35 14% | 3 12% | 12 25% | 13 16% | 17 18% | 17 19% | 13 10% | 23 15% | 28 18% | 10 12% | 14 18% | - | 76 100% | - - | - | - | 3 1% | 24 78% | 27 18% |
| Liberal Democrat | 72 15% | 26 11% | 46 19% | 2 6% | 4 9% | 8 10% | 14 14% | 20 23% | 24 18% | 23 15% | 21 14% | 13 16% | 15 19% | - | - | 72 100% | - | - | 5 2% | 1 3% | 55 36% |
| The UK Independence Party (UKIP) | 93 19% | 54 23% | 39 16% | 9 30% | 8 17% | 12 16% | 19 19% | 14 15% | 31 23% | 18 12% | 31 20% | 19 24% | 21 27% | - | - | - | 93 100% | - | 34 17% | 6 18% | 21 14% |
| The Green Party | 36 7% | 16 7% | 20 8% | 6 20% | 7 14% | 12 15% | 5 5% | 4 4% | 2 2% | 14 9% | 9 6% | 11 14% | 2 2% | - | - | - | - | 36 93% | 1 1% | - | 20 13% |
| The British National Party (BNP) | * | - | * | - | - | - | * | - | - | - | * | - | - | - | - | - | - | * | - | - | - |
| Some other party | 2 1% | 2 1% | * | - | - | - | 1 1% | - | 1 1% | 1 1% | - | 1 1% | 1 1% | - | - | - | - | 2 7% | 1 1% | - | - - |

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 | 42% |
| Labour | 15% |
| Liberal Democrat | 17% |
| UKIP | 18% |
| Other | 7% |

Lord Ashcroft

Col percents

Harrogate & Knaresborough Poll CATI Fieldwork : 5th-14th June 2014

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**

| | Tatal | | nder | 10.04 | 05.04 | | ge | FF 04 | | | SE | | | 0 | | ting Intent | | Otle | | 010 Vo | |
|-------------------------------------|--------------|-------------|---------------|-----------|-----------|--------------|--------------|--------------|-----------|-----------|-----------|-----------|-----------|------------|------------|-------------|-------------|-----------|------------|------------|------------|
| | <u>Total</u> | <u>Male</u> | <u>Female</u> | 18-24 | 25-34 | <u>35-44</u> | <u>45-54</u> | <u>55-64</u> | 65+ | AB | <u>C1</u> | C2 | _DE_ | <u>Con</u> | <u>Lab</u> | LibDem | <u>UKIP</u> | Other | Con | <u>Lab</u> | LibDem |
| Unweighted base | 1000 | 432 | 568 | 61 | 80 | 130 | 219 | 170 | 333 | 412 | 204 | 105 | 220 | 281 | 120 | 105 | 135 | 42 | 308 | 70 | 249 |
| Weighted base | 1000 | 480 | 520 | 89 | 139 | 179 | 189 | 159 | 238 | 282 | 311 | 179 | 169 | 263 | 111 | 101 | 145 | 50 | 276 | 45 | 260 |
| Conservative | 285 28% | 136 28% | 148 29% | 18 20% | 27 19% | 51 29% | 59 31% | 45 29% | 82 35% | 94 33% | 97 31% | 40 22% | 37 22% | 237 90% | 3 3% | 5 5% | 14 9% | 1 3% | 195 70% | 2 5% | 41 16% |
| Labour | 90 9% | 44 9% | 46 9% | 9 10% | 19 14% | 20 11% | 14 7% | 14 9% | 14 6% | 29 10% | 22 7% | 18 10% | 17 10% | 1 | 73 66% | 3 3% | 2 1% | - | 5 2% | 26 59% | 24 9% |
| Liberal Democrat | 179 18% | 79 17% | 100 19% | 5 5% | 20 15% | 27 15% | 36 19% | 40 25% | 50 21% | 46 16% | 60 19% | 31 17% | 36 21% | 14 5% | 29 27% | 92 91% | 10 7% | 2 5% | 11 4% | 5 11% | 119 46% |
| The UK Independence Party (UKIP) | 129 13% | 75 16% | 54 10% | 13 15% | 16 12% | 23 13% | 27 14% | 18 11% | 31 13% | 21 7% | 44 14% | 32 18% | 24 14% | 3 1% | 3 3% | 1 1% | 113 78% | - - | 33 12% | 6 13% | 19 7% |
| The Green Party | 53 5% | 24 5% | 29 6% | 10 11% | 13 9% | 15 8% | 7 4% | 6 3% | 3 1% | 20 7% | 15 5% | 14 8% | 3 2% | - | 1 1% | - | 3 2% | 41 82% | 3 1% | - | 24 9% |
| The British National Party (BNP) | 2 | 1 * | 1 | - - | - | - | 1 1% | 1 1% | - | - | 1 | 1 1% | - | - | - | - - | 1 1% | 1 2% | - | 1 2% | - |
| Some other party | 3 | 3 1% | 1 | - - | - | - | 2 1% | - | 2 1% | 1 * | - | 2 1% | 1 1% | - | - | - - | - | 3 5% | 2 1% | - | - |
| Would not vote | 112 11% | 55 11% | 57 11% | 18 21% | 35 25% | 17 10% | 14 8% | 13 8% | 13 5% | 19 7% | 38 12% | 28 16% | 27 16% | - | - | - - | - | - - | 10 4% | 1 2% | 3 1% |
| Refused | 52 5% | 28 6% | 23 5% | 1 1% | 2 2% | 4 2% | 16 9% | 10 6% | 18 8% | 19 7% | 10 3% | 3 2% | 12 7% | 1 | * | - | - | - | 3 1% | * 1% | 5 2% |
| Don't know | 95 10% | 35 7% | 60 12% | 15 17% | 6 4% | 21 12% | 13 7% | 12 7% | 25 10% | 34 12% | 24 8% | 10 5% | 13 7% | 8 3% | 1 1% | - | 3 2% | 1 2% | 15 5% | 3 6% | 24 9% |

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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

| | | Ge | nder | | | A | ge | | | | SE | G | | | Vot | ing Intent | ion | | 2 | 2010 Vot | te |
|-------------------------------------|------------|------------|---------------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|---------------|-----------|-----------|------------|------------|---------------|
| | Total | Male | <u>Female</u> | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | C2_ | _DE_ | Con | <u>Lab</u> | <u>LibDem</u> | UKIP | Other | Con | <u>Lab</u> | <u>LibDem</u> |
| Unweighted base | 558 | 248 | 311 | 21 | 32 | 70 | 127 | 102 | 204 | 246 | 116 | 61 | 111 | 214 | 86 | 80 | 92 | 32 | 229 | 53 | 168 |
| Weighted base | 531 | 262 | 269 | 28 | 54 | 95 | 107 | 97 | 147 | 163 | 168 | 97 | 81 | 195 | 75 | 72 | 92 | 38 | 202 | 34 | 175 |
| Conservative | 215 40% | 100 38% | 115 43% | 8 29% | 18 34% | 35 37% | 47 44% | 37 38% | 68 46% | 77 47% | 69 41% | 31 32% | 26 32% | 182 93% | 1 2% | 3 5% | 10 10% | 1 3% | 161 80% | 2 4% | 30 17% |
| Labour | 62 12% | 32 12% | 31 11% | 4 15% | 11 20% | 15 16% | 9 8% | 12 13% | 11 8% | 20 12% | 16 10% | 13 13% | 11 13% | 1 | 51 68% | 1 1% | 1 1% | - | 3 1% | 22 67% | 18 10% |
| Liberal Democrat | 126 24% | 60 23% | 65 24% | 2 7% | 10 18% | 18 19% | 27 25% | 29 30% | 39 27% | 35 22% | 43 25% | 21 21% | 24 30% | 10 5% | 20 26% | 67 93% | 7 8% | 1 3% | 9 4% | 4 11% | 92 53% |
| The UK Independence Party (UKIP) | 86 16% | 49 19% | 36 13% | 8 28% | 6 11% | 15 15% | 17 16% | 14 15% | 24 17% | 15 9% | 28 17% | 20 21% | 17 21% | 2 1% | 3 3% | 1 1% | 73 79% | - | 27 13% | 5 15% | 16 9% |
| The Green Party | 40 8% | 18 7% | 22 8% | 6 22% | 9 17% | 13 13% | 6 5% | 4 4% | 3 2% | 15 9% | 12 7% | 11 11% | 2 2% | - - | 1 1% | - | 1 1% | 33 88% | 2 1% | - | 19 11% |
| The British National Party (BNP) | 1 | 1 | * | - | - | - | * | 1 1% | - | - | * | 1 1% | - | - | - | - | 1 1% | * | - | 1 2% | - |
| Some other party | 2 | 2 1% | * | - | - | - | 1 1% | - | 1 1% | * | - | 1 1% | 1 1% | - | - | - | - | 2 5% | 1 | - | - |

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 | 41% |
| Labour | 11% |
| Liberal Democrat | 24% |
| UKIP | 16% |
| Other | 8% |

Lord Ashcroft

Col percents

Harrogate & Knaresborough Poll CATI Fieldwork : 5th-14th June 2014

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

| | | Gei | nder | | | Αç | ge | | | | SE | G | | | Vot | ing Intent | | | 2 | 2010 Vo | te |
|--|--------------|------------|------------|-----------|-----------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------|------------|------------|------------|-----------|------------|------------|------------|
| | <u>Total</u> | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Con | <u>Lab</u> | LibDem | UKIP | Other | Con | <u>Lab</u> | LibDem |
| Unweighted base | 1000 | 432 | 568 | 61 | 80 | 130 | 219 | 170 | 333 | 412 | 204 | 105 | 220 | 281 | 120 | 105 | 135 | 42 | 308 | 70 | 249 |
| Weighted base | 1000 | 480 | 520 | 89 | 139 | 179 | 189 | 159 | 238 | 282 | 311 | 179 | 169 | 263 | 111 | 101 | 145 | 50 | 276 | 45 | 260 |
| I would not vote UKIP | 569 57% | 261 54% | 308 59% | 57 64% | 82 59% | 107 60% | 109 58% | 89 56% | 123 51% | 186 66% | 189 61% | 81 45% | 88 52% | 188 72% | 84 76% | 83 82% | - | 40 81% | 154 56% | 29 65% | 180 69% |
| I would not vote Labour | 559 56% | 279 58% | 280 54% | 50 56% | 63 45% | 99 55% | 108 57% | 88 55% | 147 62% | 156 55% | 180 58% | 108 61% | 93 55% | 217 82% | - | 49 48% | 110 76% | 38 76% | 232 84% | 7 15% | 119 46% |
| I would not vote Liberal Democrat | 502 50% | 261 54% | 242 46% | 48 54% | 69 49% | 91 51% | 97 52% | 76 48% | 119 50% | 145 51% | 163 52% | 96 54% | 78 46% | 171 65% | 56 50% | - | 104 71% | 27 54% | 201 73% | 29 66% | 70 27% |
| I would not vote Conservative | 436 44% | 228 48% | 208 40% | 46 51% | 73 52% | 91 51% | 78 41% | 75 47% | 72 30% | 98 35% | 140 45% | 105 59% | 80 47% | - | 96 87% | 62 62% | 90 62% | 38 76% | 35 13% | 40 90% | 150 58% |
| None of these - I would potentially vote for all of them | 76 8% | 36 7% | 40 8% | 11 12% | 9 6% | 9 5% | 10 5% | 15 9% | 21 9% | 17 6% | 28 9% | 6 4% | 14 8% | 9 3% | 5 4% | 8 8% | 10 7% | 1 3% | 12 4% | - | 17 7% |
| Don't know | 36 4% | 16 3% | 19 4% | - | 5 4% | 4 2% | 7 4% | 4 3% | 14 6% | 10 4% | 4 1% | 6 4% | 6 4% | 1 | - | - | 3 2% | - | 4 2% | - | 3 1% |

Table 9

Absolutes/col percents

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

| | | | Gei | nder | | | Αg | ge | | | | SE | EG | | | Vot | ing Inten | tion | | 2 | 2010 Vo | te |
|--------------------|-----|--------------|------------|---------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|---------------|-----------|-----------|------------|------------|------------|
| | | <u>Total</u> | Male | <u>Female</u> | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | DE | Con | <u>Lab</u> | <u>LibDem</u> | UKIP | Other | Con | <u>Lab</u> | LibDem |
| Unweighted base | | 1000 | 432 | 568 | 61 | 80 | 130 | 219 | 170 | 333 | 412 | 204 | 105 | 220 | 281 | 120 | 105 | 135 | 42 | 308 | 70 | 249 |
| Weighted base | | 1000 | 480 | 520 | 89 | 139 | 179 | 189 | 159 | 238 | 282 | 311 | 179 | 169 | 263 | 111 | 101 | 145 | 50 | 276 | 45 | 260 |
| NET: Well | | 689 69% | 360 75% | 329 63% | 55 62% | 96 69% | 119 67% | 130 69% | 115 72% | 168 71% | 212 75% | 222 71% | 114 64% | 107 63% | 229 87% | 66 60% | 65 65% | 96 66% | 28 56% | 229 83% | 29 65% | 183 71% |
| Very well | (4) | 52 5% | 32 7% | 20 4% | 1 1% | 4 3% | 5 3% | 10 5% | 10 6% | 21 9% | 15 5% | 12 4% | 11 6% | 13 8% | 26 10% | 1 1% | 5 5% | 8 6% | 3 6% | 27 10% | 1 2% | 10 4% |
| Quite well | (3) | 636 64% | 328 68% | 309 59% | 54 61% | 92 66% | 114 64% | 120 64% | 105 66% | 147 62% | 197 70% | 209 67% | 103 58% | 95 56% | 204 78% | 65 59% | 60 60% | 87 60% | 25 50% | 202 73% | 28 63% | 173 67% |
| Quite badly | (2) | 233 23% | 90 19% | 143 27% | 26 29% | 38 27% | 51 28% | 46 24% | 36 23% | 36 15% | 57 20% | 70 23% | 51 28% | 41 24% | 22 8% | 40 37% | 30 30% | 39 27% | 19 38% | 32 12% | 13 29% | 62 24% |
| Very badly | (1) | 37 4% | 18 4% | 18 4% | 7 8% | 3 2% | 5 3% | 7 4% | 4 2% | 11 5% | 5 2% | 9 3% | 6 4% | 12 7% | 3 1% | 2 2% | 1 1% | 7 5% | 2 4% | 7 2% | 2 4% | 7 3% |
| NET: Badly | | 270 27% | 109 23% | 161 31% | 33 37% | 41 29% | 55 31% | 53 28% | 40 25% | 47 20% | 62 22% | 79 25% | 57 32% | 53 31% | 24 9% | 42 38% | 31 31% | 46 31% | 21 42% | 39 14% | 15 34% | 69 27% |
| Don't know | | 42 4% | 12 2% | 30 6% | 1 1% | 2 2% | 4 2% | 6 3% | 4 3% | 23 10% | 8 3% | 10 3% | 8 4% | 9 5% | 9 3% | 2 2% | 4 4% | 4 3% | 1 2% | 9 3% | 1 2% | 7 3% |
| Mean | | 2.74 | 2.80 | 2.68 | 2.56 | 2.71 | 2.69 | 2.72 | 2.79 | 2.83 | 2.81 | 2.75 | 2.69 | 2.67 | 2.99 | 2.60 | 2.71 | 2.69 | 2.58 | 2.93 | 2.63 | 2.74 |
| Standard deviation | | 0.62 | 0.61 | 0.61 | 0.66 | 0.55 | 0.58 | 0.62 | 0.59 | 0.66 | 0.55 | 0.57 | 0.64 | 0.73 | 0.48 | 0.55 | 0.58 | 0.66 | 0.67 | 0.56 | 0.61 | 0.57 |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.09 | 0.06 | 0.05 | 0.04 | 0.05 | 0.04 | 0.03 | 0.04 | 0.06 | 0.05 | 0.03 | 0.05 | 0.06 | 0.06 | 0.11 | 0.03 | 0.07 | 0.04 |

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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

| | | | Ge | nder | | | Ag | ge | | | | SE | EG | | | Vot | ing Inten | tion | | 2 | 2010 Vo | te |
|--------------------|-----|--------------|------------|------------|-----------|-----------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|------------|-----------|------------|
| | | <u>Total</u> | 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 | 432 | 568 | 61 | 80 | 130 | 219 | 170 | 333 | 412 | 204 | 105 | 220 | 281 | 120 | 105 | 135 | 42 | 308 | 70 | 249 |
| Weighted base | | 1000 | 480 | 520 | 89 | 139 | 179 | 189 | 159 | 238 | 282 | 311 | 179 | 169 | 263 | 111 | 101 | 145 | 50 | 276 | 45 | 260 |
| NET: Well | | 675 67% | 352 73% | 323 62% | 59 66% | 93 67% | 116 65% | 117 62% | 116 73% | 170 71% | 217 77% | 207 67% | 115 64% | 105 62% | 222 85% | 65 58% | 70 69% | 87 60% | 34 69% | 218 79% | 27 60% | 180 69% |
| Very well | (4) | 65 6% | 42 9% | 22 4% | 6 6% | 11 8% | 14 8% | 10 5% | 5 3% | 19 8% | 25 9% | 17 5% | 8 5% | 9 5% | 20 8% | 5 4% | 3 3% | 11 8% | 1 3% | 22 8% | 1 3% | 12 5% |
| Quite well | (3) | 610 61% | 310 65% | 300 58% | 54 60% | 83 59% | 102 57% | 107 57% | 111 70% | 151 63% | 192 68% | 191 61% | 106 59% | 96 57% | 202 77% | 60 54% | 66 66% | 75 52% | 33 66% | 196 71% | 26 57% | 168 65% |
| Quite badly | (2) | 236 24% | 93 19% | 143 28% | 21 24% | 35 25% | 54 30% | 57 30% | 37 23% | 29 12% | 52 18% | 77 25% | 52 29% | 40 24% | 29 11% | 37 34% | 19 19% | 45 31% | 14 27% | 41 15% | 10 22% | 61 23% |
| Very badly | (1) | 45 4% | 17 4% | 28 5% | 7 8% | 6 5% | 2 1% | 8 4% | 5 3% | 16 7% | 5 2% | 13 4% | 5 3% | 15 9% | 3 1% | 6 6% | 5 5% | 11 8% | 1 1% | 9 3% | 6 14% | 9 4% |
| NET: Badly | | 281 28% | 110 23% | 171 33% | 28 31% | 42 30% | 56 31% | 65 34% | 42 26% | 46 19% | 57 20% | 90 29% | 57 32% | 55 32% | 32 12% | 44 39% | 24 24% | 56 38% | 14 29% | 50 18% | 16 35% | 70 27% |
| Don't know | | 45 4% | 19 4% | 26 5% | 2 3% | 4 3% | 7 4% | 7 4% | 1 1% | 22 9% | 8 3% | 13 4% | 7 4% | 9 5% | 9 3% | 3 2% | 7 7% | 3 2% | 1 3% | 9 3% | 2 4% | 10 4% |
| Mean | | 2.73 | 2.82 | 2.64 | 2.67 | 2.72 | 2.74 | 2.66 | 2.73 | 2.80 | 2.86 | 2.71 | 2.69 | 2.62 | 2.94 | 2.58 | 2.73 | 2.61 | 2.72 | 2.86 | 2.51 | 2.73 |
| Standard deviation | | 0.65 | 0.64 | 0.66 | 0.72 | 0.68 | 0.62 | 0.65 | 0.57 | 0.70 | 0.58 | 0.64 | 0.61 | 0.73 | 0.49 | 0.67 | 0.62 | 0.74 | 0.55 | 0.59 | 0.78 | 0.61 |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.09 | 0.08 | 0.05 | 0.04 | 0.04 | 0.04 | 0.03 | 0.05 | 0.06 | 0.05 | 0.03 | 0.06 | 0.06 | 0.06 | 0.09 | 0.03 | 0.09 | 0.04 |

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Table 11 Q.7 Which of the following statements do you most agree with? Base: All respondents

| | | Ge | nder | | | Ą | ge | | | | SE | :G | | | Vot | ing Intent | ion | | 2 | 2010 Vo | te |
|---|--------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|-----------|------------|-----------|---------------|-----------|-----------|------------|-----------|------------|
| | <u>Total</u> | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | <u>C1</u> | _C2_ | DE | Con | _Lab_ | <u>LibDem</u> | UKIP | Other | Con | _Lab_ | LibDem |
| Unweighted base | 1000 | 432 | 568 | 61 | 80 | 130 | 219 | 170 | 333 | 412 | 204 | 105 | 220 | 281 | 120 | 105 | 135 | 42 | 308 | 70 | 249 |
| Weighted base | 1000 | 480 | 520 | 89 | 139 | 179 | 189 | 159 | 238 | 282 | 311 | 179 | 169 | 263 | 111 | 101 | 145 | 50 | 276 | 45 | 260 |
| I am satisfied with the job David Cameron is doing overall as Prime Minister | 336 34% | 165 34% | 171 33% | 36 40% | 41 29% | 49 27% | 59 31% | 53 34% | 96 40% | 100 35% | 109 35% | 51 29% | 54 32% | 170 65% | 9 8% | 34 33% | 37 25% | 6 11% | 144 52% | 3 7% | 60 23% |
| 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 | 356 36% | 165 34% | 192 37% | 28 31% | 48 34% | 74 41% | 78 42% | 50 32% | 77 32% | 110 39% | 120 39% | 60 33% | 52 31% | 86 33% | 16 14% | 37 37% | 79 54% | 26 52% | 114 41% | 7 16% | 104 40% |
| 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. | 180 18% | 90 19% | 90 17% | 14 16% | 25 18% | 38 21% | 33 17% | 39 24% | 31 13% | 47 17% | 51 17% | 44 25% | 34 20% | 4 2% | 81 73% | 23 23% | 16 11% | 14 29% | 9 3% | 31 70% | 70 27% |
| Refused | 26 3% | 13 3% | 13 3% | 2 2% | 3 2% | 4 2% | 6 3% | 3 2% | 6 2% | 8 3% | 3 1% | 6 3% | 4 2% | 2 1% | - | - | 3 2% | 1 3% | 4 1% | - | 5 2% |
| Don't know | 102 10% | 47 10% | 54 10% | 9 10% | 22 16% | 14 8% | 12 6% | 14 9% | 29 12% | 17 6% | 28 9% | 18 10% | 25 15% | 1 | 4 4% | 7 7% | 11 8% | 3 5% | 5 2% | 3 7% | 21 8% |

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CATI Fieldwork: 5th-14th June 2014

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

| | | Ge | nder | | | Ą | ge | | | | SE | G | | | Vo | ing Intent | ion | | 2 | 010 Vot | <u>.e</u> |
|----------------------------------|--------------|----------|----------|---------|---------|----------|---------|-------|---------|---------|---------|----------|---------|---------|------------|---------------|-------------|----------|----------|------------|-----------|
| | <u>Total</u> | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | AB | C1 | C2 | _DE_ | Con | <u>Lab</u> | <u>LibDem</u> | <u>UKIP</u> | Other | Con | <u>Lab</u> | LibDem |
| Unweighted base | 1000 | 432 | 568 | 61 | 80 | 130 | 219 | 170 | 333 | 412 | 204 | 105 | 220 | 281 | 120 | 105 | 135 | 42 | 308 | 70 | 249 |
| Weighted base | 1000 | 480 | 520 | 89 | 139 | 179 | 189 | 159 | 238 | 282 | 311 | 179 | 169 | 263 | 111 | 101 | 145 | 50 | 276 | 45 | 260 |
| The Conservatives | 526 | 252 | 274 | 33 | 65 | 90 | 110 | 92 | 135 | 166 | 155 | 88 | 88 | 157 | 57 | 50 | 70 | 29 | 165 | 23 | 157 |
| | 53% | 53% | 53% | 37% | 46% | 50% | 58% | 58% | 56% | 59% | 50% | 49% | 52% | 60% | 51% | 49% | 48% | 58% | 60% | 53% | 60% |
| The Liberal Democrat | 524 | 249 | 275 | 30 | 67 | 74 | 114 | 99 | 137 | 158 | 158 | 91 | 93 | 140 | 60 | 66 | 79 | 21 | 147 | 30 | 172 |
| | 52% | 52% | 53% | 34% | 48% | 42% | 61% | 62% | 57% | 56% | 51% | 51% | 55% | 53% | 54% | 66% | 54% | 42% | 53% | 66% | 66% |
| The UK Independence Party (UKIP) | 446 | 206 | 241 | 37 | 50 | 59 | 103 | 83 | 113 | 128 | 132 | 89 | 75 | 125 | 50 | 41 | 69 | 30 | 135 | 28 | 129 |
| | 45% | 43% | 46% | 42% | 36% | 33% | 55% | 52% | 47% | 45% | 43% | 50% | 44% | 48% | 45% | 40% | 47% | 59% | 49% | 62% | 50% |
| Labour | 269 | 127 | 142 | 23 | 29 | 48 | 56 | 47 | 64 | 78 | 92 | 39 | 46 | 65 | 34 | 23 | 35 | 18 | 71 | 13 | 78 |
| | 27% | 27% | 27% | 26% | 21% | 27% | 30% | 30% | 27% | 28% | 30% | 22% | 27% | 25% | 31% | 23% | 24% | 37% | 26% | 29% | 30% |
| None of them | 292 | 145 | 147 | 34 | 47 | 56 | 49 | 38 | 62 | 72 | 105 | 53 | 47 | 65 | 30 | 21 | 52 | 9 | 68 | 11 | 48 |
| | 29% | 30% | 28% | 38% | 34% | 32% | 26% | 24% | 26% | 25% | 34% | 30% | 28% | 25% | 27% | 21% | 36% | 18% | 25% | 25% | 18% |
| Don't know | 36 4% | 15 3% | 21 4% | 6 7% | 9 6% | 13 7% | 4 2% | - | 5 2% | 8 3% | 6 2% | 11 6% | 3 2% | 8 3% | - | 5 5% | 3 2% | 5 10% | 10 3% | 1 1% | 8 3% |

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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

| | Gender | | | _ | Age | | | | SEG | | | | Voting Intention | | | | 2010 Vote | | | | |
|---|--------------|------------|------------|-----------|-----------|-----------|-----------|-----------|------------|------------|------------|-----------|------------------|------------|-----------|-----------|-----------|-----------|------------|-----------|-----------|
| | <u>Total</u> | 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 | 432 | 568 | 61 | 80 | 130 | 219 | 170 | 333 | 412 | 204 | 105 | 220 | 281 | 120 | 105 | 135 | 42 | 308 | 70 | 249 |
| Weighted base | 1000 | 480 | 520 | 89 | 139 | 179 | 189 | 159 | 238 | 282 | 311 | 179 | 169 | 263 | 111 | 101 | 145 | 50 | 276 | 45 | 260 |
| A Conservative government | 362 36% | 182 38% | 179 35% | 25 28% | 39 28% | 58 32% | 72 38% | 53 34% | 110 46% | 112 40% | 116 37% | 62 35% | 54 32% | 213 81% | 5 5% | 10 10% | 49 34% | 10 20% | 213 77% | 2 5% | 55 21% |
| A Labour government | 167 17% | 87 18% | 80 15% | 14 15% | 29 21% | 31 18% | 35 19% | 31 19% | 27 11% | 45 16% | 42 14% | 40 23% | 34 20% | 1 | 73 66% | 10 10% | 29 20% | 8 17% | 7 3% | 29 65% | 52 20% |
| A coalition between the Conservatives and the Liberal Democrats | 159 16% | 71 15% | 87 17% | 13 15% | 23 16% | 37 21% | 31 16% | 20 12% | 35 15% | 50 18% | 47 15% | 32 18% | 25 15% | 45 17% | 1 1% | 39 38% | 20 14% | 11 22% | 41 15% | 4 8% | 59 23% |
| A coalition between Labour and the Liberal Democrats | 123 12% | 57 12% | 66 13% | 16 17% | 13 10% | 27 15% | 22 12% | 19 12% | 25 11% | 33 12% | 45 15% | 17 9% | 23 13% | - | 26 23% | 36 36% | 23 16% | 11 21% | 3 1% | 6 14% | 64 25% |
| Don't know | 190 19% | 83 17% | 107 21% | 22 24% | 35 25% | 26 14% | 28 15% | 36 23% | 41 17% | 43 15% | 61 20% | 28 16% | 33 19% | 5 2% | 5 5% | 6 6% | 25 17% | 10 20% | 13 5% | 4 8% | 30 12% |

Table 14 Gender

Base: All respondents

| | Unweighted base | Weighted base |
|-----------------|-----------------|---------------|
| Unweighted base | 1000 | 1000 |
| Weighted base | 1000 | 1000 |
| Male | 432 43% | 480 48% |
| Female | 568 57% | 520 52% |

Lord Ashcroft

Table 15 Into which of the following age groups do you fall? Base: All respondents

| | Unweighted base | Weighted base |
|-----------------|-----------------|---------------|
| Unweighted base | 1000 | 1000 |
| Weighted base | 1000 | 1000 |
| 18-24 | 61 6% | 89 9% |
| 25-34 | 80 8% | 139 14% |
| 35-44 | 130 13% | 179 18% |
| 45-54 | 219 22% | 189 19% |
| 55-64 | 170 17% | 159 16% |
| 65 or older | 333 33% | 238 24% |
| Refused | 7 1% | 7 1% |

Lord Ashcroft

Table 16 SEG

Base: All respondents

| | Unweighted base | Weighted base |
|-----------------|-----------------|---------------|
| Unweighted base | 1000 | 1000 |
| Weighted base | 1000 | 1000 |
| Α | 160 16% | 112 11% |
| В | 252 25% | 171 17% |
| C1 | 204 20% | 311 31% |
| C2 | 105 11% | 179 18% |
| D | 79 8% | 72 7% |
| E | 141 14% | 98 10% |
| Refused | 59 6% | 59 6% |

Lord Ashcroft

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

| | Unweighted base | Weighted base |
|-------------------|-----------------|---------------|
| Unweighted base | 1000 | 1000 |
| Weighted base | 1000 | 1000 |
| Conservative | 308 31% | 276 28% |
| Labour | 70 7% | 45 4% |
| Liberal Democrats | 249 25% | 260 26% |
| Another party | 22 2% | 25 2% |
| Did not vote | 239 24% | 292 29% |
| Refused | 67 7% | 54 5% |
| Don't know | 45 5% | 48 5% |

Lord Ashcroft