

Mid Dorset & North Poole Poll

CATI Fieldwork : 12th-18th May 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1000	452	548	56	84	136	178	193	352	393	208	128	229	275	91	120	131	41	299	67	240	
Weighted base	1000	480	520	90	110	160	190	180	270	249	307	230	172	250	82	127	145	46	271	42	261	
Certain to vote	(10)	520	262	258	24	37	66	98	111	183	142	153	102	97	166	40	81	82	24	184	25	183
		52%	55%	50%	26%	34%	41%	52%	62%	68%	57%	50%	45%	56%	66%	49%	64%	56%	53%	68%	59%	70%
	(9)	58	37	21	10	3	14	9	9	14	18	18	11	9	21	5	10	5	2	16	1	20
		6%	8%	4%	11%	2%	9%	4%	5%	5%	7%	6%	5%	5%	8%	7%	8%	3%	5%	6%	2%	8%
	(8)	82	33	48	6	10	15	19	14	18	27	22	16	14	24	8	11	12	4	19	3	23
		8%	7%	9%	7%	9%	9%	10%	8%	7%	11%	7%	7%	8%	10%	10%	8%	8%	9%	7%	8%	9%
	(7)	60	32	29	4	14	11	16	8	7	14	24	16	6	13	7	9	13	5	17	1	14
		6%	7%	5%	4%	13%	7%	8%	5%	2%	6%	8%	7%	3%	5%	8%	7%	9%	11%	6%	3%	5%
	(6)	24	10	14	1	6	6	4	2	4	6	8	5	3	1	3	5	5	1	1	*	4
		2%	2%	3%	1%	5%	4%	2%	1%	1%	2%	3%	2%	2%	1%	4%	4%	3%	2%	*	1%	2%
	(5)	74	35	39	14	10	13	11	11	16	12	17	31	11	10	12	5	14	5	15	3	9
		7%	7%	8%	16%	9%	8%	6%	6%	6%	5%	6%	13%	6%	4%	15%	4%	10%	11%	6%	7%	3%
	(4)	33	16	17	11	7	5	1	8	1	3	18	7	2	3	3	5	12	-	6	3	1
		3%	3%	3%	12%	6%	3%	*	4%	*	1%	6%	3%	1%	1%	3%	4%	8%	-	2%	7%	*
	(3)	27	9	18	3	8	3	7	3	3	7	9	7	4	7	1	-	2	2	3	*	2
		3%	2%	3%	3%	7%	2%	4%	1%	1%	3%	3%	3%	2%	3%	1%	-	1%	4%	1%	1%	1%
	(2)	18	3	15	3	1	5	5	3	2	4	5	5	5	4	3	1	1	3	2	2	2
		2%	1%	3%	3%	1%	3%	3%	2%	1%	2%	1%	2%	3%	1%	3%	1%	1%	6%	1%	5%	1%
Definitely would not vote	(1)	102	42	60	14	15	22	21	10	19	17	33	27	22	-	-	-	-	5	2	4	
		10%	9%	12%	16%	14%	14%	11%	6%	7%	7%	11%	12%	13%	-	-	-	-	2%	5%	2%	
Don't know		3	1	2	-	-	-	-	-	3	1	-	1	1	-	-	-	-	1	*	-	
		*	*	*	-	-	-	-	-	1%	*	-	1%	1%	-	-	-	-	*	1%	-	
Mean		7.68	7.97	7.41	6.13	6.59	7.15	7.66	8.27	8.57	8.21	7.54	7.17	7.72	8.95	8.09	8.89	8.27	8.08	8.84	7.95	9.09
Standard deviation		3.12	2.93	3.27	3.33	3.21	3.30	3.16	2.77	2.70	2.77	3.17	3.24	3.30	1.93	2.35	1.82	2.29	2.56	2.15	3.02	1.85
Standard error		0.10	0.14	0.14	0.44	0.35	0.28	0.24	0.20	0.14	0.14	0.22	0.29	0.22	0.12	0.25	0.17	0.20	0.40	0.12	0.37	0.12

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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	452	548	56	84	136	178	193	352	393	208	128	229	275	91	120	131	41	299	67	240
Weighted base	1000	480	520	90	110	160	190	180	270	249	307	230	172	250	82	127	145	46	271	42	261
Conservative	250 25%	123 26%	127 24%	18 20%	15 14%	35 22%	52 28%	45 25%	84 31%	77 31%	73 24%	55 24%	35 20%	250 100%	-	-	-	-	168 62%	3 8%	32 12%
Labour	82 8%	36 8%	46 9%	10 11%	11 10%	18 11%	19 10%	10 6%	13 5%	27 11%	23 8%	18 8%	12 7%	-	82 100%	-	-	-	1 *	21 50%	32 12%
Liberal Democrat	127 13%	57 12%	70 13%	10 11%	17 16%	17 11%	21 11%	30 17%	31 11%	35 14%	34 11%	21 9%	29 17%	-	-	127 100%	-	-	5 2%	* 1%	91 35%
The UK Independence Party (UKIP)	145 15%	88 18%	57 11%	20 23%	17 15%	17 11%	23 12%	31 17%	37 14%	23 9%	48 16%	41 18%	27 16%	-	-	-	145 100%	-	41 15%	4 11%	35 13%
The Green Party	32 3%	21 4%	11 2%	3 3%	7 6%	3 2%	9 5%	7 4%	3 1%	12 5%	5 2%	9 4%	6 4%	-	-	-	-	32 70%	-	-	19 7%
The British National Party (BNP)	4 *	2 *	1 *	- -	2 2%	-	1 *	-	1 *	-	-	2 1%	1 1%	-	-	-	-	4 8%	1 *	-	-
Some other party	10 1%	6 1%	4 1%	3 3%	-	2 1%	2 1%	1 1%	2 1%	1 *	4 1%	3 1%	2 1%	-	-	-	-	10 22%	-	-	5 2%
Would not vote	102 10%	42 9%	60 12%	14 16%	15 14%	22 14%	21 11%	10 6%	19 7%	17 7%	33 11%	27 12%	22 13%	-	-	-	-	-	5 2%	2 5%	4 2%
Refused	94 9%	47 10%	47 9%	1 1%	-	13 8%	15 8%	16 9%	48 18%	18 7%	37 12%	15 7%	16 9%	-	-	-	-	-	20 7%	4 10%	8 3%
Don't know	155 15%	58 12%	96 19%	10 11%	25 23%	32 20%	26 14%	29 16%	33 12%	38 15%	50 16%	38 17%	22 13%	-	-	-	-	-	31 11%	7 16%	36 14%

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Absolutes/col percents

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	479	236	242	22	32	55	88	102	179	208	90	53	111	212	62	89	89	27	189	35	158
Weighted base	456	238	218	35	41	62	91	93	134	131	132	93	84	189	51	93	94	29	164	22	171
Conservative	189	95	93	12	9	24	39	36	69	59	58	38	27	189	-	-	-	-	131	3	27
	41%	40%	43%	35%	21%	38%	43%	39%	51%	45%	44%	41%	32%	100%	-	-	-	-	80%	12%	16%
Labour	51	21	30	4	4	14	14	6	9	20	14	9	8	-	51	-	-	-	*	15	26
	11%	9%	14%	11%	9%	23%	15%	7%	7%	15%	10%	9%	10%	-	100%	-	-	-	*	71%	15%
Liberal Democrat	93	43	50	8	10	12	16	23	25	27	23	17	22	-	-	93	-	-	4	*	74
	20%	18%	23%	22%	23%	20%	18%	24%	19%	20%	18%	18%	26%	-	-	100%	-	-	3%	2%	43%
The UK Independence Party (UKIP)	94	60	34	7	13	10	15	21	27	16	32	21	21	-	-	-	94	-	28	3	27
	21%	25%	16%	21%	32%	16%	16%	22%	20%	12%	24%	23%	25%	-	-	-	100%	-	17%	16%	16%
The Green Party	22	13	9	2	6	1	6	5	2	9	4	5	4	-	-	-	-	22	-	-	13
	5%	5%	4%	4%	13%	2%	7%	6%	1%	7%	3%	5%	5%	-	-	-	-	74%	-	-	8%
The British National Party (BNP)	1	*	1	-	*	-	1	-	*	-	-	*	1	-	-	-	-	1	*	-	-
	*	*	*	-	1%	-	1%	-	*	-	-	*	1%	-	-	-	-	4%	*	-	-
Some other party	6	5	1	3	-	1	*	1	2	*	2	3	1	-	-	-	-	6	-	-	4
	1%	2%	*	8%	-	1%	*	1%	1%	*	1%	3%	2%	-	-	-	-	22%	-	-	2%

Mid Dorset & North Poole Poll

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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	42%
Labour	11%
Liberal Democrat	21%
UKIP	19%
Other	6%

Mid Dorset & North Poole Poll

CATI Fieldwork : 12th-18th May 2014

Absolutes/col percents

Table 5

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	56	84	136	178	193	352	393	208	128	229	275	91	120	131	41	299	67	240
Weighted base	1000	480	520	90	110	160	190	180	270	249	307	230	172	250	82	127	145	46	271	42	261
Conservative	242	128	114	21	18	36	42	44	81	76	66	52	37	209	2	3	13	3	161	2	31
	24%	27%	22%	24%	16%	23%	22%	24%	30%	30%	21%	23%	22%	84%	2%	2%	9%	7%	59%	5%	12%
Labour	64	33	32	8	13	14	11	7	12	18	18	14	14	1	54	3	3	1	1	20	15
	6%	7%	6%	8%	11%	9%	6%	4%	4%	7%	6%	6%	8%	*	65%	2%	2%	2%	*	48%	6%
Liberal Democrat	217	92	126	15	23	39	43	47	51	62	67	40	41	21	16	117	16	9	25	3	134
	22%	19%	24%	16%	21%	24%	23%	26%	19%	25%	22%	17%	24%	8%	19%	93%	11%	20%	9%	8%	51%
The UK Independence Party (UKIP)	132	84	48	18	17	13	25	28	31	21	38	45	24	6	6	-	105	2	32	5	27
	13%	18%	9%	21%	15%	8%	13%	16%	12%	9%	12%	20%	14%	2%	8%	-	73%	5%	12%	13%	10%
The Green Party	22	15	7	-	3	3	4	8	3	8	3	8	3	1	1	1	-	16	3	-	13
	2%	3%	1%	-	3%	2%	2%	4%	1%	3%	1%	4%	2%	*	1%	1%	-	35%	1%	-	5%
The British National Party (BNP)	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	*	-	*	-	-	-	*	-	-	-	-	-	1%	-	-	-	-	2%	-	-	-
Some other party	9	6	3	3	1	2	1	1	2	1	3	3	1	-	-	-	-	8	1	-	4
	1%	1%	1%	3%	1%	1%	*	1%	1%	1%	1%	1%	*	-	-	-	-	17%	*	-	1%
Would not vote	102	42	60	14	15	22	21	10	19	17	33	27	22	-	-	-	-	-	5	2	4
	10%	9%	12%	16%	14%	14%	11%	6%	7%	7%	11%	12%	13%	-	-	-	-	-	2%	5%	2%
Refused	66	30	36	-	-	6	9	12	38	12	27	8	12	-	-	-	1	-	9	*	2
	7%	6%	7%	-	-	4%	5%	7%	14%	5%	9%	4%	7%	-	-	-	*	-	3%	1%	1%
Don't know	144	50	94	10	20	25	33	22	33	34	53	32	18	11	4	3	8	5	34	8	31
	14%	10%	18%	12%	19%	16%	18%	12%	12%	14%	17%	14%	10%	4%	5%	3%	5%	11%	13%	20%	12%

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Absolutes/col percents

Table 6

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	502	251	251	21	34	64	86	108	190	220	93	58	115	203	59	86	86	24	197	38	166
Weighted base	480	254	225	35	44	71	91	99	141	137	135	103	88	181	49	90	91	27	170	23	179
Conservative	180	97	83	14	9	25	30	35	67	56	51	35	28	158	*	1	9	2	124	2	27
	38%	38%	37%	40%	21%	36%	33%	35%	48%	41%	38%	34%	32%	87%	*	1%	10%	6%	73%	7%	15%
Labour	38	17	21	3	4	10	7	4	9	12	11	7	8	1	33	1	2	*	*	15	13
	8%	7%	9%	9%	10%	14%	8%	4%	6%	9%	8%	7%	9%	1%	68%	2%	2%	1%	*	66%	7%
Liberal Democrat	155	68	87	10	14	26	33	32	39	47	44	30	30	16	12	88	11	8	18	2	106
	32%	27%	38%	29%	33%	37%	37%	33%	27%	34%	33%	29%	34%	9%	25%	97%	12%	28%	11%	10%	59%
The UK Independence Party (UKIP)	85	57	28	5	12	8	16	20	24	15	25	24	18	5	3	-	68	*	26	4	20
	18%	22%	12%	13%	28%	11%	18%	20%	17%	11%	18%	24%	21%	3%	6%	-	75%	1%	15%	17%	11%
The Green Party	14	10	4	-	3	1	3	6	1	6	2	3	2	1	1	*	-	10	2	-	9
	3%	4%	2%	-	6%	1%	3%	6%	1%	5%	2%	3%	3%	1%	1%	*	-	38%	1%	-	5%
The British National Party (BNP)	1	-	1	-	-	-	1	-	-	-	-	-	1	-	-	-	-	1	-	-	-
	*	-	*	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	3%	-	-	-
Some other party	6	5	1	3	1	1	*	1	1	1	2	3	1	-	-	-	-	6	*	-	3
	1%	2%	1%	8%	1%	1%	*	1%	1%	*	1%	3%	1%	-	-	-	-	22%	*	-	2%

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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	39%
Labour	8%
Liberal Democrat	32%
UKIP	17%
Other	4%

Mid Dorset & North Poole 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	452	548	56	84	136	178	193	352	393	208	128	229	275	91	120	131	41	299	67	240
Weighted base	1000	480	520	90	110	160	190	180	270	249	307	230	172	250	82	127	145	46	271	42	261
I would not vote Labour	567	279	288	33	49	78	117	118	172	140	153	150	103	212	-	63	106	25	224	7	126
	57%	58%	55%	37%	45%	49%	62%	66%	64%	56%	50%	65%	60%	85%	-	50%	73%	54%	83%	18%	48%
I would not vote UKIP	550	252	298	48	56	98	113	86	148	163	167	108	92	171	58	102	-	38	151	24	170
	55%	52%	57%	53%	51%	61%	60%	48%	55%	65%	55%	47%	53%	69%	71%	81%	-	83%	56%	57%	65%
I would not vote Liberal Democrat	459	246	213	42	48	66	93	80	129	107	123	126	85	155	38	-	99	25	177	24	68
	46%	51%	41%	47%	44%	41%	49%	45%	48%	43%	40%	55%	49%	62%	46%	-	68%	54%	65%	57%	26%
I would not vote Conservative	390	187	203	28	57	72	87	63	83	93	108	94	85	-	65	80	77	34	23	29	158
	39%	39%	39%	31%	52%	45%	46%	35%	31%	37%	35%	41%	49%	-	80%	63%	53%	73%	9%	69%	60%
None of these - I would potentially vote for all of them	83	40	43	17	14	11	7	12	22	15	32	20	13	8	7	5	13	1	8	4	18
	8%	8%	8%	19%	13%	7%	4%	7%	8%	6%	10%	8%	8%	3%	9%	4%	9%	1%	3%	11%	7%
Don't know	42	10	32	-	5	8	9	6	12	6	11	7	8	1	1	1	4	1	1	-	3
	4%	2%	6%	-	5%	5%	4%	3%	5%	2%	4%	3%	4%	*	1%	1%	3%	3%	*	-	1%

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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	452	548	56	84	136	178	193	352	393	208	128	229	275	91	120	131	41	299	67	240	
Weighted base	1000	480	520	90	110	160	190	180	270	249	307	230	172	250	82	127	145	46	271	42	261	
NET: Well	688	364	324	59	70	97	113	138	211	188	213	145	109	220	48	92	87	22	225	28	185	
	69%	76%	62%	65%	64%	61%	59%	77%	78%	75%	69%	63%	63%	88%	58%	73%	60%	48%	83%	66%	71%	
Very well	(4)	52	37	15	5	4	6	4	9	24	15	13	9	12	21	2	2	3	-	19	1	10
	5%	8%	3%	5%	3%	4%	2%	5%	9%	6%	4%	4%	7%	9%	3%	1%	2%	-	7%	2%	4%	
Quite well	(3)	636	327	310	54	67	91	109	129	186	173	200	136	97	198	46	90	85	22	205	27	175
	64%	68%	60%	60%	61%	57%	57%	72%	69%	69%	65%	59%	56%	79%	55%	71%	58%	48%	76%	63%	67%	
Quite badly	(2)	244	92	152	28	34	51	64	33	34	47	73	72	46	25	29	32	45	19	37	11	66
	24%	19%	29%	31%	31%	32%	34%	19%	13%	19%	24%	31%	26%	10%	36%	26%	31%	42%	14%	26%	25%	
Very badly	(1)	40	17	24	3	4	12	7	6	8	5	13	9	12	1	2	1	11	4	5	3	3
	4%	3%	5%	3%	4%	7%	4%	3%	3%	2%	4%	4%	7%	*	3%	1%	7%	9%	2%	6%	1%	
NET: Badly	284	109	176	31	38	62	71	39	42	52	86	81	58	25	32	34	56	23	42	14	70	
	28%	23%	34%	35%	35%	39%	38%	22%	16%	21%	28%	35%	33%	10%	38%	27%	38%	51%	16%	33%	27%	
Don't know	28	8	20	-	1	1	6	3	17	9	8	4	6	5	3	1	2	1	4	1	7	
	3%	2%	4%	-	1%	*	3%	1%	6%	4%	3%	2%	3%	2%	3%	1%	2%	1%	2%	2%	3%	
Mean	2.72	2.81	2.63	2.67	2.65	2.57	2.59	2.79	2.90	2.82	2.71	2.64	2.66	2.98	2.60	2.74	2.56	2.40	2.89	2.63	2.75	
Standard deviation	0.63	0.62	0.62	0.63	0.61	0.68	0.61	0.58	0.59	0.56	0.61	0.63	0.72	0.45	0.60	0.49	0.66	0.65	0.53	0.65	0.54	
Standard error	0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.04	0.03	0.03	0.04	0.06	0.05	0.03	0.06	0.05	0.06	0.10	0.03	0.08	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	452	548	56	84	136	178	193	352	393	208	128	229	275	91	120	131	41	299	67	240	
Weighted base	1000	480	520	90	110	160	190	180	270	249	307	230	172	250	82	127	145	46	271	42	261	
NET: Well	698	368	330	73	78	98	119	131	199	188	213	165	103	227	51	90	91	25	220	26	190	
		70%	63%	81%	71%	61%	63%	73%	74%	75%	70%	72%	60%	91%	62%	71%	63%	55%	81%	62%	73%	
Very well	(4)	60	42	18	6	11	9	7	11	17	23	8	16	9	19	5	4	7	4	16	1	15
		6%	9%	3%	6%	10%	6%	4%	6%	6%	9%	3%	7%	5%	8%	6%	3%	5%	8%	6%	2%	6%
Quite well	(3)	638	326	312	67	68	89	112	120	182	164	205	149	93	208	47	85	84	22	204	25	175
		64%	68%	60%	74%	62%	56%	59%	67%	67%	66%	67%	65%	54%	83%	57%	68%	58%	47%	75%	60%	67%
Quite badly	(2)	212	86	127	15	27	46	52	32	40	48	71	51	37	18	26	29	43	13	37	14	58
		21%	18%	24%	16%	25%	29%	27%	18%	15%	19%	23%	22%	22%	7%	32%	23%	29%	28%	13%	32%	22%
Very badly	(1)	51	10	41	3	3	13	18	6	9	5	14	8	20	1	4	3	7	7	5	1	7
		5%	2%	8%	3%	3%	8%	9%	3%	3%	2%	5%	3%	12%	*	4%	2%	5%	15%	2%	3%	3%
NET: Badly		263	96	167	17	30	59	70	38	50	54	85	59	58	19	30	32	50	20	41	15	65
		26%	20%	32%	19%	27%	37%	37%	21%	18%	21%	28%	25%	33%	8%	36%	25%	34%	43%	15%	36%	25%
Don't know		39	16	23	-	1	3	1	11	21	8	8	6	12	4	1	5	4	1	9	1	6
		4%	3%	4%	-	1%	2%	1%	6%	8%	3%	3%	3%	7%	2%	1%	4%	3%	2%	3%	2%	2%
Mean		2.74	2.86	2.62	2.84	2.79	2.60	2.57	2.81	2.83	2.85	2.70	2.77	2.57	3.00	2.65	2.75	2.65	2.49	2.89	2.62	2.78
Standard deviation		0.65	0.59	0.69	0.57	0.64	0.72	0.71	0.59	0.59	0.60	0.60	0.62	0.79	0.41	0.66	0.55	0.66	0.87	0.51	0.60	0.59
Standard error		0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.04	0.03	0.03	0.04	0.06	0.05	0.03	0.07	0.05	0.06	0.14	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	452	548	56	84	136	178	193	352	393	208	128	229	275	91	120	131	41	299	67	240
Weighted base	1000	480	520	90	110	160	190	180	270	249	307	230	172	250	82	127	145	46	271	42	261
I am satisfied with the job David Cameron is doing overall as Prime Minister	373 37%	178 37%	196 38%	35 39%	40 37%	54 34%	64 33%	69 38%	112 41%	99 40%	113 37%	86 37%	60 35%	165 66%	10 12%	37 29%	40 28%	4 8%	156 57%	6 14%	64 25%
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%	180 38%	162 31%	39 44%	37 33%	54 34%	61 32%	68 38%	83 31%	79 32%	117 38%	89 39%	48 28%	81 33%	14 17%	55 44%	64 44%	23 49%	104 38%	12 28%	91 35%
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.	164 16%	72 15%	91 18%	12 13%	26 23%	30 19%	34 18%	22 13%	39 14%	49 20%	42 14%	33 14%	33 19%	2 1%	53 65%	25 20%	30 21%	13 28%	7 3%	22 51%	78 30%
Refused	42 4%	22 5%	20 4%	- -	3 2%	5 3%	12 6%	7 4%	14 5%	8 3%	9 3%	13 6%	8 5%	- -	- -	- -	2 1%	3 7%	- -	* 1%	8 3%
Don't know	78 8%	28 6%	51 10%	4 4%	5 4%	16 10%	19 10%	13 7%	22 8%	15 6%	26 8%	10 4%	24 14%	2 1%	5 6%	10 8%	9 6%	4 8%	4 2%	2 6%	21 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	452	548	56	84	136	178	193	352	393	208	128	229	275	91	120	131	41	299	67	240
Weighted base	1000	480	520	90	110	160	190	180	270	249	307	230	172	250	82	127	145	46	271	42	261
The Conservatives	553	277	276	35	38	85	107	117	171	149	174	114	96	152	51	66	77	33	164	22	179
	55%	58%	53%	39%	34%	53%	56%	65%	63%	60%	57%	49%	56%	61%	63%	52%	53%	73%	61%	52%	68%
The UK Independence Party (UKIP)	470	231	239	32	42	70	99	96	130	119	155	101	77	124	36	66	72	29	142	14	138
	47%	48%	46%	36%	38%	44%	52%	53%	48%	48%	51%	44%	45%	50%	44%	52%	49%	62%	52%	34%	53%
The Liberal Democrat	451	226	225	32	31	69	85	100	136	128	146	82	79	110	33	75	72	26	122	17	167
	45%	47%	43%	35%	28%	43%	45%	55%	50%	51%	48%	36%	46%	44%	40%	60%	49%	56%	45%	40%	64%
Labour	241	113	128	16	21	40	42	43	77	57	74	50	52	59	25	24	31	17	70	10	69
	24%	24%	25%	18%	19%	25%	22%	24%	29%	23%	24%	22%	30%	24%	31%	19%	21%	37%	26%	25%	26%
None of them	218	103	114	24	35	42	36	26	55	52	53	57	40	49	14	22	35	4	50	13	37
	22%	21%	22%	26%	32%	26%	19%	14%	20%	21%	17%	25%	23%	20%	17%	17%	24%	8%	18%	30%	14%
Don't know	31	10	21	4	8	4	5	5	5	4	12	7	5	1	1	5	1	2	2	-	5
	3%	2%	4%	5%	7%	2%	3%	3%	2%	2%	4%	3%	3%	*	1%	4%	1%	5%	1%	-	2%

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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	452	548	56	84	136	178	193	352	393	208	128	229	275	91	120	131	41	299	67	240
Weighted base	1000	480	520	90	110	160	190	180	270	249	307	230	172	250	82	127	145	46	271	42	261
A Conservative government	355 36%	190 40%	166 32%	26 29%	26 23%	52 32%	61 32%	75 42%	115 43%	97 39%	109 36%	84 37%	55 32%	205 82%	3 4%	5 4%	52 36%	4 8%	190 70%	5 12%	43 16%
A coalition between the Conservatives and the Liberal Democrats	197 20%	86 18%	111 21%	19 21%	19 17%	32 20%	36 19%	44 24%	48 18%	44 17%	65 21%	50 22%	31 18%	42 17%	3 4%	58 46%	25 17%	11 25%	52 19%	3 6%	72 27%
A Labour government	142 14%	65 14%	77 15%	20 23%	22 20%	33 20%	29 15%	13 7%	26 10%	36 14%	32 10%	42 18%	30 18%	- -	57 70%	8 6%	19 13%	15 33%	5 2%	22 54%	50 19%
A coalition between Labour and the Liberal Democrats	127 13%	71 15%	56 11%	14 15%	20 18%	16 10%	24 13%	25 14%	28 10%	39 16%	45 15%	20 9%	19 11%	1 *	18 22%	47 37%	20 14%	8 18%	8 3%	8 19%	61 23%
Don't know	178 18%	68 14%	110 21%	11 12%	24 22%	28 17%	39 20%	23 13%	53 20%	35 14%	56 18%	34 15%	37 21%	1 1%	1 1%	8 6%	29 20%	7 16%	15 6%	4 9%	36 14%

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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	452 45%	480 48%
Female	548 55%	520 52%

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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	56 6%	90 9%
25-34	84 8%	110 11%
35-44	136 14%	160 16%
45-54	178 18%	190 19%
55-64	193 19%	180 18%
65 or older	352 35%	270 27%
Refused	1 *	1 *

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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	122 12%	75 7%
B	271 27%	174 17%
C1	208 21%	307 31%
C2	128 13%	230 23%
D	68 7%	60 6%
E	161 16%	112 11%
Refused	42 4%	42 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	299 30%	271 27%
Labour	67 7%	42 4%
Liberal Democrats	240 24%	261 26%
Another party	29 3%	28 3%
Did not vote	247 25%	294 29%
Refused	75 8%	66 7%
Don't know	43 4%	39 4%