

Newark Poll

CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 1

Q1. As you may have heard, there will be a by-election on 5 June to elect a new Member of Parliament for your local constituency of Newark, following the resignation of Patrick Mercer. Many local people are saying that they probably won't vote at all in the by-election, while others say they definitely would vote. Please say how likely you are to vote in the by-election here, when it happens - on a scale of 1-10, where 1 means you definitely would not vote, and 10 means you are certain to vote.

Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem	
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99	
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114	
Absolutely certain to vote	(10)	601 60%	304 61%	297 59%	31 35%	48 37%	99 55%	119 64%	124 69%	178 76%	169 67%	167 59%	115 54%	134 60%	181 74%	81 59%	21 70%	132 74%	26 70%	246 77%	106 75%	78 69%
	(9)	37 4%	19 4%	18 4%	2 2%	2 1%	8 5%	10 5%	9 5%	7 3%	10 4%	12 4%	4 2%	10 4%	9 4%	7 5%	1 3%	7 4%	2 5%	12 4%	8 6%	7 6%
	(8)	72 7%	40 8%	32 6%	7 8%	17 13%	16 9%	13 7%	10 5%	9 4%	18 7%	16 6%	24 11%	11 5%	20 8%	10 7%	3 10%	14 8%	4 11%	17 5%	3 2%	9 8%
	(7)	28 3%	20 4%	9 2%	9 10%	5 3%	4 2%	2 1%	2 1%	7 3%	4 1%	6 2%	6 3%	11 5%	8 3%	7 5%	-	5 3%	1 2%	5 2%	3 2%	6 6%
	(6)	21 2%	8 2%	13 3%	1 1%	2 2%	4 2%	4 2%	6 3%	3 1%	9 4%	5 2%	3 2%	2 1%	4 2%	1 1%	-	3 2%	1 2%	8 3%	2 2%	1 1%
	(5)	73 7%	28 6%	44 9%	9 11%	18 14%	14 8%	8 4%	13 7%	11 5%	14 6%	26 9%	17 8%	14 6%	7 3%	18 13%	3 8%	9 5%	3 7%	13 4%	6 5%	4 4%
	(4)	27 3%	13 3%	14 3%	7 8%	8 6%	3 2%	3 1%	2 1%	4 2%	4 2%	7 2%	6 3%	10 5%	9 4%	4 3%	1 3%	9 5%	-	2 *	1 1%	4 3%
	(3)	18 2%	10 2%	8 2%	5 6%	5 4%	5 3%	-	-	3 1%	4 2%	8 3%	1 *	4 2%	4 2%	5 3%	-	*	1 2%	2 1%	2 2%	-
	(2)	12 1%	7 1%	5 1%	1 1%	4 3%	4 2%	2 1%	1 1%	*	4 2%	5 2%	2 1%	1 1%	2 1%	3 2%	1 5%	-	-	3 1%	5 4%	-
Definitely would not vote	(1)	107 11%	50 10%	57 11%	17 18%	22 17%	22 12%	25 13%	11 6%	10 4%	16 6%	27 10%	36 17%	24 11%	-	-	-	-	-	10 3%	4 3%	4 4%
Refused		1 *	-	1 *	-	-	-	-	1 *	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		4 *	1 *	2 *	-	-	-	1 *	-	3 1%	1 *	1 *	-	2 1%	-	-	-	-	-	1 *	-	-
Mean		7.93	8.02	7.85	6.31	6.49	7.65	8.11	8.61	8.92	8.45	7.87	7.45	7.92	9.08	8.34	8.76	9.10	9.06	9.05	8.86	8.86
Standard deviation		3.13	3.08	3.19	3.46	3.45	3.29	3.21	2.60	2.36	2.75	3.14	3.42	3.13	1.87	2.41	2.33	1.78	1.77	2.17	2.44	2.20
Standard error		0.10	0.14	0.14	0.48	0.38	0.28	0.23	0.18	0.13	0.13	0.23	0.29	0.21	0.12	0.20	0.43	0.14	0.29	0.12	0.18	0.22

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Table 2
Q2. Which party's candidate do you expect to vote for in the by election? Will it be...
Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
Robert Jenrick, the Conservative Party candidate	244 24%	116 23%	128 26%	15 17%	27 21%	47 26%	43 23%	43 24%	69 30%	76 30%	69 24%	49 23%	44 20%	244 100%	-	-	-	-	175 55%	7 5%	14 12%
Michael Payne, the Labour Party candidate	137 14%	58 12%	79 16%	26 28%	15 11%	24 14%	23 13%	24 13%	25 11%	40 16%	41 15%	17 8%	36 16%	-	137 100%	-	-	-	5 2%	69 49%	13 11%
David Watts, the Liberal Democrat candidate	30 3%	16 3%	14 3%	- -	6 5%	3 2%	5 3%	12 7%	4 2%	8 3%	12 4%	1 1%	8 4%	-	-	30 100%	-	-	2 1%	2 2%	18 16%
Roger Helmer, the UK Independence Party (UKIP) candidate	179 18%	111 22%	67 13%	19 21%	16 12%	27 15%	36 19%	34 19%	46 20%	31 12%	49 17%	48 23%	49 22%	-	-	-	179 100%	-	68 21%	25 18%	24 21%
Paul Baggaley, an Independent candidate	15 2%	8 2%	7 1%	- -	- -	3 2%	3 1%	3 1%	7 3%	4 2%	6 2%	1 1%	3 1%	-	-	-	-	15 41%	5 2%	2 2%	5 4%
David Bishop, the Bus- Pass Elvis Party candidate	1 *	1 *	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	1 *	- -
David Kirwan, the Green Party candidate	17 2%	9 2%	8 2%	2 2%	1 1%	3 2%	7 4%	2 1%	2 1%	4 1%	8 3%	3 1%	2 1%	-	-	-	-	17 45%	- -	3 2%	11 9%
Nick Brigg, the Official Monster Raving Loony Party candidate	2 *	2 *	- -	- -	- -	1 *	1 1%	* *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	2 6%	- -	* *	- -
Andy Hayes, an Independent candidate	1 *	1 *	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	1 3%	- -	- -	1 1%
Dick Rogers, the Stop Commercial Banks Owning Britain's Money candidate	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Lee Woods, the Patriotic Socialist Party candidate	1 *	- -	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 3%	- -	1 1%	- -
Will not vote	107 11%	50 10%	57 11%	17 18%	22 17%	22 12%	25 13%	11 6%	10 4%	16 6%	27 10%	36 17%	24 11%	- -	- -	- -	- -	- -	10 3%	4 3%	4 4%

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Table 2
Q2. Which party's candidate do you expect to vote for in the by election? Will it be...
Base: All respondents

	Gender		Age						Social Class				Current VI					2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
Refused	118	63	55	3	16	18	13	23	46	32	33	24	23	-	-	-	-	-	17	5	4
	12%	13%	11%	3%	12%	10%	7%	13%	20%	13%	12%	11%	10%	-	-	-	-	-	5%	4%	4%
Don't know	148	65	83	9	27	30	30	28	24	39	38	35	33	-	-	-	-	-	38	20	21
	15%	13%	17%	10%	21%	17%	16%	16%	10%	15%	14%	16%	15%	-	-	-	-	-	12%	15%	18%

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Table 3

Q2. Which party's candidate do you expect to vote for in the by election? Will it be...

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

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Unweighted base	493	248	245	18	28	65	104	112	167	221	89	61	108	202	111	22	130	28	223	122	58
Weighted base	467	240	227	33	40	80	97	93	124	126	136	89	104	188	91	22	137	28	209	91	66
Robert Jenrick, the Conservative Party candidate	188 40%	85 35%	104 46%	10 30%	17 42%	35 44%	33 34%	35 37%	58 47%	57 45%	54 40%	39 44%	32 31%	188 100%	-	-	-	-	143 69%	6 7%	8 13%
Michael Payne, the Labour Party candidate	91 19%	37 16%	54 24%	11 33%	8 21%	14 17%	20 21%	18 20%	19 15%	30 24%	25 19%	10 11%	24 23%	-	91 100%	-	-	-	4 2%	57 63%	11 16%
David Watts, the Liberal Democrat candidate	22 5%	10 4%	12 5%	-	5 13%	2 3%	4 4%	8 9%	2 2%	7 6%	8 6%	1 1%	6 6%	-	-	22 100%	-	-	1 *	2 2%	15 22%
Roger Helmer, the UK Independence Party (UKIP) candidate	137 29%	90 38%	47 21%	12 36%	9 22%	22 28%	30 31%	27 29%	37 30%	25 20%	37 27%	37 42%	37 36%	-	-	-	137 100%	-	57 27%	20 22%	18 28%
Paul Baggaley, an Independent candidate	12 3%	6 3%	6 3%	-	-	2 3%	2 3%	2 3%	5 4%	3 3%	5 4%	1 1%	2 2%	-	-	-	-	12 43%	3 2%	2 2%	4 6%
David Bishop, the Bus- Pass Elvis Party candidate	* *	* *	-	-	-	* *	-	-	-	* *	-	-	-	-	-	-	-	1% *	-	* *	-
David Kirwan, the Green Party candidate	12 3%	8 3%	4 2%	* 1%	1 2%	2 3%	6 6%	2 2%	1 1%	3 3%	6 5%	2 2%	* *	-	-	-	-	12 43%	-	2 2%	9 14%
Nick Brigg, the Official Monster Raving Loony Party candidate	2 *	2 1%	-	-	-	1 1%	1 1%	* *	-	1 1%	-	-	-	-	-	-	-	2 7%	-	* *	-
Andy Hayes, an Independent candidate	1 *	1 *	-	-	-	-	-	-	1 1%	-	-	-	1 1%	-	-	-	-	1 3%	-	-	1 1%
Lee Woods, the Patriotic Socialist Party candidate	1 *	-	1 *	-	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	1 4%	-	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	42%
Labour	20%
Liberal Democrat	6%
UKIP	27%
Other	5%

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Table 5

Q3. Are you fairly sure that is what you'll do at the by-election, or do you think you may well change your mind between now and then?

Base: All naming a candidate/ party expecting to vote for

	Gender		Age						Social Class				Current VI					2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Unweighted base	640	320	320	34	43	88	126	141	208	282	116	80	146	257	151	29	166	37	272	148	73
Weighted base	626	322	305	61	65	110	118	118	154	166	183	119	144	244	137	30	179	37	255	111	85
Fairly sure I will vote for (as Q2)	520 83%	267 83%	253 83%	42 69%	49 75%	85 77%	110 94%	99 84%	135 87%	136 82%	160 87%	97 81%	113 79%	212 87%	112 82%	21 71%	150 84%	25 66%	226 89%	94 85%	66 78%
I may well change my mind	106 17%	54 17%	52 17%	19 31%	16 25%	25 23%	7 6%	19 16%	20 13%	30 18%	23 13%	22 19%	31 21%	32 13%	25 18%	9 29%	29 16%	12 34%	29 11%	17 15%	19 22%

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Table 6

Q4. If you change your mind, which party would you be most likely to switch to?

Base: All naming a candidate/ party expecting to vote for but could change their mind

	Gender		Age						Social Class				Current VI					2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Unweighted base	101	49	52	10	12	19	10	24	26	48	13	15	25	31	22	10	27	11	33	21	14
Weighted base	106	54	52	19	16	25	7	19	20	30	23	22	31	32	25	9	29	12	29	17	19
The Conservative Party	23 21%	8 15%	15 28%	1 5%	2 10%	4 18%	2 26%	7 39%	6 32%	9 30%	5 20%	4 20%	5 15%	- -	6 26%	3 32%	12 41%	2 15%	11 39%	1 7%	2 12%
The Labour Party	20 19%	13 24%	8 15%	- -	4 25%	7 26%	2 31%	5 28%	2 11%	4 12%	8 36%	5 22%	3 11%	6 18%	- -	3 37%	6 22%	5 42%	3 11%	7 42%	4 23%
The Liberal Democrats	13 12%	9 16%	4 8%	6 31%	2 14%	1 3%	- -	1 5%	3 16%	2 8%	5 20%	4 16%	2 7%	3 11%	4 14%	- -	6 21%	- -	1 4%	1 7%	6 30%
The UK Independence Party (UKIP)	21 20%	12 22%	9 17%	4 22%	4 23%	7 28%	1 8%	1 4%	5 24%	4 15%	- -	8 37%	8 27%	15 46%	3 12%	- -	- -	3 28%	8 29%	3 20%	2 10%
Another party	9 9%	3 5%	7 13%	2 11%	1 9%	3 12%	1 20%	* 2%	1 5%	5 16%	- -	- -	5 15%	1 4%	3 13%	- -	3 10%	2 16%	1 5%	1 7%	2 10%
Don't know	20 19%	10 18%	10 19%	6 31%	3 19%	3 13%	1 16%	4 22%	3 13%	6 20%	6 24%	1 6%	7 24%	7 22%	9 35%	3 30%	2 7%	- -	3 12%	3 17%	3 14%

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Table 7

Q6. What part, if any, did the following reasons play on your decision to vote for ...?

Base: All naming a candidate/ party expecting to vote for

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Unweighted base	640	320	320	34	43	88	126	141	208	282	116	80	146	257	151	29	166	37	272	148	73
Weighted base	626	322	305	61	65	110	118	118	154	166	183	119	144	244	137	30	179	37	255	111	85
<u>The party has the best candidate locally</u>																					
Large part	317	140	177	28	46	39	56	53	96	76	102	61	72	149	69	13	69	18	151	50	36
	51%	44%	58%	45%	70%	35%	47%	45%	62%	46%	55%	51%	50%	61%	50%	43%	38%	49%	59%	45%	42%
Small part	170	105	65	20	7	37	38	38	30	48	39	40	39	62	38	11	50	9	65	33	23
	27%	33%	21%	32%	10%	34%	32%	32%	20%	29%	21%	34%	27%	25%	28%	36%	28%	24%	25%	30%	27%
No part	139	76	62	14	12	34	24	26	28	41	42	18	33	33	30	6	60	10	39	29	26
	22%	24%	20%	23%	19%	31%	21%	22%	18%	25%	23%	15%	23%	14%	22%	21%	33%	26%	15%	26%	31%
<u>The party has the best leader nationally</u>																					
Large part	294	146	147	29	36	37	44	56	90	75	78	62	73	156	44	8	79	6	164	32	29
	47%	45%	48%	48%	56%	34%	37%	48%	59%	45%	42%	52%	51%	64%	32%	25%	44%	17%	64%	29%	34%
Small part	192	103	89	27	17	48	45	27	29	48	66	36	41	58	53	8	63	11	55	38	32
	31%	32%	29%	44%	25%	44%	38%	23%	18%	29%	36%	30%	28%	24%	38%	27%	36%	28%	22%	34%	38%
No part	141	72	68	5	12	24	29	34	36	42	40	22	31	30	40	14	36	20	35	41	24
	22%	22%	22%	8%	19%	22%	25%	29%	23%	25%	22%	19%	21%	12%	30%	48%	20%	54%	14%	37%	29%
<u>The party has the best policies on important issues</u>																					
Large part	467	237	230	56	54	70	86	89	112	122	140	89	107	186	104	21	137	20	199	78	54
	75%	74%	76%	92%	82%	64%	73%	76%	73%	74%	76%	75%	74%	76%	76%	69%	76%	55%	78%	70%	64%
Small part	112	54	58	5	7	27	22	19	32	30	39	19	22	47	23	4	28	9	44	18	23
	18%	17%	19%	8%	10%	24%	19%	16%	21%	18%	21%	16%	15%	19%	17%	15%	15%	25%	17%	16%	27%
No part	47	30	17	-	5	13	10	9	11	13	5	11	16	10	10	5	14	7	12	15	8
	8%	9%	6%	-	7%	12%	8%	8%	7%	8%	3%	10%	11%	4%	7%	16%	8%	20%	5%	14%	9%

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Q6. What part, if any, did the following reasons play on your decision to vote for ...?

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	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Weighted base	626	322	305	61	65	110	118	118	154	166	183	119	144	244	137	30	179	37	255	111	85
<u>They are the party you'd like to win the next General Election nationally</u>																					
Large part	453	223	230	43	52	69	86	85	119	116	131	89	106	204	107	21	111	11	201	83	50
	72%	69%	76%	70%	79%	63%	73%	72%	77%	70%	71%	75%	73%	84%	78%	69%	62%	30%	79%	74%	59%
Small part	97	56	41	15	6	25	17	19	16	28	34	13	21	24	18	5	39	12	30	9	23
	16%	18%	13%	24%	9%	22%	15%	16%	10%	17%	19%	11%	15%	10%	13%	17%	22%	31%	12%	8%	27%
No part	76	42	34	4	8	16	14	14	20	22	19	17	17	16	12	4	29	14	24	19	12
	12%	13%	11%	6%	12%	15%	12%	12%	13%	13%	10%	14%	12%	7%	9%	14%	16%	38%	9%	17%	14%
<u>It is a tactical vote to try and prevent another party from winning locally</u>																					
Large part	158	73	86	13	14	21	35	20	56	36	38	32	47	55	30	7	55	10	65	36	18
	25%	23%	28%	21%	21%	19%	30%	17%	36%	22%	21%	27%	33%	23%	22%	24%	31%	27%	25%	32%	21%
Small part	104	58	47	16	10	25	13	20	20	28	28	18	29	33	23	6	38	4	27	9	23
	17%	18%	15%	26%	15%	23%	11%	17%	13%	17%	15%	15%	20%	13%	17%	22%	21%	11%	11%	8%	27%
No part	364	191	172	32	41	64	70	78	79	102	117	69	68	156	84	16	86	23	163	66	44
	58%	60%	57%	53%	63%	58%	59%	66%	51%	61%	64%	58%	47%	64%	61%	54%	48%	61%	64%	60%	52%
<u>To send a message that you are unhappy with the party you usually support nationally</u>																					
Large part	193	104	89	14	12	30	32	41	64	38	56	33	61	28	26	8	109	22	82	29	28
	31%	32%	29%	23%	18%	27%	27%	35%	41%	23%	31%	27%	42%	11%	19%	27%	61%	59%	32%	26%	33%
Small part	105	57	48	11	16	13	21	16	28	19	29	28	25	42	16	4	35	8	36	17	26
	17%	18%	16%	18%	24%	12%	18%	13%	18%	12%	16%	24%	17%	12%	12%	15%	19%	20%	14%	15%	30%
No part	329	161	168	37	38	66	65	61	63	108	99	58	58	175	95	17	35	7	137	65	31
	53%	50%	55%	60%	58%	60%	55%	52%	41%	65%	54%	49%	40%	72%	69%	58%	20%	20%	54%	58%	36%

Newark Poll
CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 7

Q6. What part, if any, did the following reasons play on your decision to vote for ...?

Base: All naming a candidate/ party expecting to vote for

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Weighted base	626	322	305	61	65	110	118	118	154	166	183	119	144	244	137	30	179	37	255	111	85
<u>As a general protest to show that you are unhappy with all the main parties at the moment</u>																					
Large part	221	114	106	18	17	32	41	35	78	42	55	49	68	35	31	10	126	19	79	36	31
	35%	36%	35%	29%	26%	29%	35%	30%	50%	25%	30%	41%	47%	14%	23%	33%	70%	50%	31%	32%	37%
Small part	103	48	55	10	10	24	17	17	25	22	29	19	30	42	24	3	25	8	36	19	15
	16%	15%	18%	17%	15%	22%	15%	14%	16%	14%	16%	16%	21%	17%	18%	10%	14%	21%	14%	17%	18%
No part	303	159	144	33	39	54	59	66	52	101	100	51	47	166	81	17	28	11	140	57	39
	48%	49%	47%	55%	60%	49%	51%	56%	33%	61%	54%	43%	33%	68%	59%	57%	16%	29%	55%	51%	46%

Newark Poll

CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 8

Q7. Which of the following statements do you most agree with?

Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
I am satisfied with the job David Cameron is doing overall as Prime Minister	337 34%	183 37%	154 31%	33 37%	59 45%	53 29%	52 28%	54 30%	88 37%	91 36%	93 33%	79 37%	65 29%	169 69%	16 11%	11 36%	28 16%	5 14%	174 54%	15 11%	31 27%
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	312 31%	149 30%	163 33%	23 25%	34 26%	59 33%	58 31%	62 35%	77 33%	83 33%	91 32%	62 29%	72 32%	67 27%	24 18%	11 35%	93 52%	17 46%	118 37%	18 13%	43 38%
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	214 21%	104 21%	110 22%	26 28%	20 15%	44 24%	46 25%	40 22%	39 16%	58 23%	47 17%	49 23%	54 24%	3 1%	94 68%	5 18%	42 23%	9 23%	15 5%	93 66%	27 23%
Refused	37 4%	23 5%	14 3%	2 2%	2 2%	6 3%	11 6%	7 4%	9 4%	6 3%	14 5%	3 1%	6 3%	2 1%	* *	- -	1 1%	3 8%	1 *	2 1%	3 2%
Don't know	100 10%	41 8%	59 12%	7 8%	15 12%	19 11%	19 10%	16 9%	23 10%	14 5%	36 13%	21 10%	26 12%	2 1%	3 2%	3 11%	15 8%	3 9%	11 3%	14 10%	10 9%

Newark Poll

CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 9
Q8. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, or the UK Independence Party (UKIP)?
Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
<u>Managing the economy overall</u>																					
The Conservatives	533 53%	279 56%	254 51%	37 41%	61 47%	103 57%	88 48%	98 54%	146 62%	151 60%	166 59%	103 48%	101 45%	229 94%	22 16%	11 36%	77 43%	17 45%	274 85%	33 23%	50 44%
Labour	195 20%	80 16%	115 23%	20 23%	26 20%	32 18%	44 24%	39 22%	34 15%	57 22%	52 18%	41 19%	40 18%	2 1%	105 77%	* 2%	25 14%	11 30%	12 4%	85 60%	25 22%
The Liberal Democrats	31 3%	12 2%	20 4%	- -	7 6%	3 2%	9 5%	6 3%	6 3%	9 4%	8 3%	5 2%	10 4%	3 1%	1 1%	17 58%	2 1%	4 10%	2 *	1 1%	22 19%
The UK Independence Party (UKIP)	98 10%	55 11%	43 9%	22 24%	9 7%	17 10%	15 8%	14 8%	20 9%	11 4%	23 8%	30 14%	32 14%	4 2%	3 2%	- -	66 37%	3 9%	19 6%	14 10%	9 8%
Don't know	142 14%	74 15%	68 14%	11 12%	27 21%	24 13%	29 16%	22 12%	29 12%	25 10%	33 12%	35 16%	40 18%	6 2%	6 4%	2 5%	9 5%	2 6%	14 5%	9 6%	7 6%
<u>Improving public services like schools and the NHS</u>																					
The Conservatives	326 33%	171 34%	154 31%	20 22%	43 33%	50 28%	51 27%	57 32%	104 44%	79 31%	97 34%	84 40%	60 27%	172 71%	10 8%	1 3%	42 23%	6 15%	186 58%	11 8%	22 19%
Labour	333 33%	156 31%	177 35%	34 38%	51 39%	64 36%	66 36%	67 37%	51 22%	102 40%	88 31%	65 31%	73 33%	34 14%	119 87%	9 32%	45 25%	14 37%	57 18%	108 76%	50 44%
The Liberal Democrats	67 7%	33 7%	34 7%	9 10%	8 6%	13 7%	13 7%	12 6%	12 5%	21 8%	25 9%	7 3%	12 5%	17 7%	4 3%	16 53%	6 3%	6 15%	15 5%	2 2%	30 26%
The UK Independence Party (UKIP)	106 11%	62 12%	44 9%	14 15%	6 5%	19 10%	19 10%	17 10%	31 13%	19 7%	23 8%	23 11%	37 16%	4 2%	2 1%	- -	67 38%	7 19%	27 9%	13 9%	8 7%
Don't know	168 17%	78 16%	90 18%	13 14%	22 17%	33 18%	36 20%	27 15%	37 16%	32 13%	49 18%	34 16%	42 19%	18 7%	2 2%	4 12%	19 11%	5 13%	34 11%	7 5%	5 4%

Newark Poll

CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 9
Q8. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, or the UK Independence Party (UKIP)?
Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
<u>Dealing with crime</u>																					
The Conservatives	448	228	221	29	58	75	81	84	121	126	125	108	81	210	17	5	62	15	244	24	40
	45%	45%	44%	32%	45%	42%	44%	47%	52%	50%	45%	51%	36%	86%	12%	15%	34%	41%	76%	17%	35%
Labour	195	87	107	30	25	36	30	37	36	52	57	30	50	8	105	4	12	8	15	79	20
	19%	17%	21%	34%	19%	20%	16%	21%	15%	20%	20%	14%	23%	3%	77%	12%	7%	21%	5%	56%	18%
The Liberal Democrats	30	11	18	-	6	6	7	6	5	9	14	3	4	3	3	15	1	4	2	2	18
	3%	2%	4%	-	5%	3%	4%	3%	2%	3%	5%	2%	2%	1%	2%	50%	*	10%	1%	1%	15%
The UK Independence Party (UKIP)	139	81	58	19	12	23	29	22	33	25	42	35	34	3	4	-	85	6	32	20	20
	14%	16%	12%	21%	9%	13%	16%	12%	14%	10%	15%	16%	15%	1%	3%	-	48%	17%	10%	14%	17%
Don't know	188	93	95	12	28	40	37	31	39	42	43	38	54	19	8	7	19	4	27	16	16
	19%	19%	19%	13%	22%	22%	20%	17%	17%	17%	15%	18%	24%	8%	6%	23%	11%	10%	8%	11%	14%
<u>Reforming welfare to cut benefit dependency</u>																					
The Conservatives	447	220	227	30	51	81	80	85	120	132	129	93	84	200	25	8	60	10	227	41	38
	45%	44%	45%	33%	39%	45%	43%	47%	51%	52%	46%	44%	37%	82%	18%	26%	33%	27%	71%	29%	34%
Labour	203	93	110	30	37	28	36	35	37	53	49	40	57	15	95	2	26	11	22	67	24
	20%	19%	22%	33%	28%	16%	20%	20%	16%	21%	18%	19%	25%	6%	70%	8%	14%	29%	7%	48%	21%
The Liberal Democrats	47	26	21	4	8	8	14	7	6	14	15	5	10	6	4	12	3	6	7	2	20
	5%	5%	4%	4%	6%	5%	8%	4%	3%	5%	5%	2%	4%	2%	3%	42%	2%	15%	2%	2%	18%
The UK Independence Party (UKIP)	154	91	63	17	19	35	23	24	36	29	50	42	31	9	4	1	81	7	48	18	18
	15%	18%	13%	18%	14%	19%	12%	13%	15%	11%	18%	20%	14%	4%	3%	2%	45%	18%	15%	13%	16%
Don't know	149	70	79	10	15	28	31	29	35	25	38	34	42	14	9	7	10	4	16	13	14
	15%	14%	16%	11%	12%	15%	17%	16%	15%	10%	13%	16%	19%	6%	6%	23%	5%	11%	5%	9%	12%

Newark Poll

CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 9
Q8. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, or the UK Independence Party (UKIP)?
Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
<u>Dealing with immigration</u>																					
The Conservatives	222 22%	111 22%	111 22%	6 7%	40 31%	36 20%	37 20%	40 22%	62 26%	63 25%	64 23%	47 22%	42 19%	125 51%	11 8%	6 19%	5 3%	2 6%	119 37%	16 11%	19 17%
Labour	132 13%	60 12%	72 14%	20 23%	19 14%	17 9%	24 13%	27 15%	25 11%	46 18%	33 12%	22 10%	26 11%	7 3%	80 58%	-	1 *	9 25%	6 2%	49 35%	22 19%
The Liberal Democrats	32 3%	14 3%	18 4%	2 2%	7 6%	7 4%	7 4%	4 2%	5 2%	11 4%	11 4%	3 1%	4 2%	1 1%	4 3%	11 37%	-	6 15%	1 *	2 2%	14 12%
The UK Independence Party (UKIP)	475 47%	257 51%	218 44%	53 59%	50 39%	95 53%	86 46%	87 48%	103 44%	101 40%	135 48%	116 54%	115 52%	87 36%	31 23%	6 21%	171 96%	17 46%	170 53%	62 44%	47 41%
Don't know	140 14%	58 12%	82 16%	8 9%	14 11%	26 14%	31 17%	22 12%	39 17%	31 12%	39 14%	25 12%	36 16%	23 9%	12 8%	7 23%	2 1%	3 8%	23 7%	12 8%	12 10%
<u>Taking the right approach to Britain's relationship with the European Union</u>																					
The Conservatives	359 36%	170 34%	189 38%	36 40%	50 39%	57 32%	60 32%	63 35%	93 40%	102 41%	97 35%	82 38%	67 30%	190 78%	15 11%	3 11%	19 11%	8 21%	184 58%	24 17%	29 26%
Labour	144 14%	66 13%	78 16%	19 21%	21 16%	28 15%	27 14%	24 13%	26 11%	41 16%	39 14%	22 10%	36 16%	5 2%	90 66%	1 3%	10 6%	4 10%	9 3%	60 42%	13 12%
The Liberal Democrats	69 7%	41 8%	27 5%	1 1%	11 8%	13 7%	19 10%	17 10%	7 3%	29 11%	27 10%	3 2%	7 3%	9 4%	8 6%	20 67%	-	10 28%	8 2%	9 7%	32 28%
The UK Independence Party (UKIP)	292 29%	165 33%	127 25%	24 27%	20 16%	58 32%	57 31%	57 32%	76 32%	54 21%	89 32%	73 34%	71 32%	26 10%	17 13%	2 5%	147 83%	12 33%	98 31%	42 30%	30 27%
Don't know	137 14%	58 12%	79 16%	10 11%	27 21%	24 13%	23 13%	19 11%	33 14%	27 11%	28 10%	34 16%	42 19%	14 6%	7 5%	4 14%	3 1%	3 8%	21 7%	6 4%	9 8%

Newark Poll

CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 9
Q8. Which party do you think would have the best approach to each of the following issues - the Conservatives, Labour, the Liberal Democrats, or the UK Independence Party (UKIP)?
Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
<u>Tackling the cost of living</u>																					
The Conservatives	418 42%	232 46%	186 37%	27 30%	52 40%	73 41%	74 40%	72 40%	119 51%	111 44%	114 41%	104 49%	80 36%	200 82%	9 6%	5 17%	68 38%	7 19%	236 74%	14 10%	25 22%
Labour	284 28%	123 25%	160 32%	34 38%	42 32%	52 29%	53 29%	58 32%	45 19%	81 32%	75 27%	60 28%	59 26%	15 6%	124 91%	6 19%	32 18%	16 44%	31 10%	103 73%	45 39%
The Liberal Democrats	36 4%	15 3%	21 4%	- -	10 8%	7 4%	8 4%	4 2%	5 2%	13 5%	13 4%	4 2%	5 2%	5 2%	- -	13 44%	1 *	5 12%	5 2%	1 1%	18 16%
The UK Independence Party (UKIP)	93 9%	49 10%	44 9%	14 15%	10 8%	13 7%	15 8%	15 8%	27 11%	13 5%	27 9%	18 8%	34 15%	3 1%	2 1%	- -	59 33%	6 16%	21 7%	11 8%	14 13%
Don't know	170 17%	82 16%	88 18%	15 17%	17 13%	35 19%	34 18%	30 17%	39 16%	35 14%	53 19%	28 13%	45 20%	20 8%	3 2%	6 21%	19 10%	3 8%	26 8%	11 8%	12 10%
<u>Introducing practical policies that would work in the long run</u>																					
The Conservatives	426 43%	215 43%	211 42%	24 26%	62 47%	84 46%	73 39%	71 40%	113 48%	121 48%	133 47%	92 43%	73 33%	219 90%	9 7%	6 19%	49 27%	10 26%	228 71%	18 13%	40 35%
Labour	206 21%	99 20%	107 21%	27 30%	27 21%	37 20%	37 20%	40 22%	37 16%	59 23%	45 16%	41 19%	57 25%	7 3%	117 86%	1 4%	21 12%	12 32%	22 7%	84 59%	23 20%
The Liberal Democrats	45 4%	22 4%	23 5%	6 6%	5 4%	3 2%	10 5%	16 9%	5 2%	16 6%	22 8%	3 1%	3 1%	2 1%	3 2%	17 57%	4 2%	3 7%	2 1%	1 1%	27 24%
The UK Independence Party (UKIP)	134 13%	72 14%	62 12%	18 20%	10 7%	27 15%	24 13%	24 13%	31 13%	21 8%	34 12%	40 19%	37 17%	3 1%	2 1%	- -	93 52%	10 27%	36 11%	22 15%	12 10%
Don't know	189 19%	92 18%	97 19%	16 18%	26 20%	30 17%	41 22%	28 16%	48 20%	37 14%	47 17%	39 18%	53 24%	12 5%	6 4%	6 19%	11 6%	3 8%	32 10%	16 12%	11 10%

Newark Poll
CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 10

Q9. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and so on - do you think things over the next year or so will improve, get worse, or stay about the same?

-For the country as a whole

Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
NET: Improve	407 41%	209 42%	198 40%	38 42%	48 37%	67 37%	82 44%	75 41%	97 41%	122 48%	131 46%	75 35%	72 32%	151 62%	42 31%	14 46%	59 33%	14 37%	173 54%	40 28%	57 50%
Improve a lot	(5) 5%	25 5%	20 4%	3 4%	1 1%	6 3%	10 6%	7 4%	18 8%	18 7%	8 3%	8 4%	10 5%	26 11%	3 2%	-	5 3%	1 2%	27 8%	4 3%	* *
Improve a bit	(4) 36%	184 37%	178 36%	35 38%	47 36%	62 34%	71 39%	68 38%	79 34%	103 41%	123 44%	67 32%	62 28%	125 51%	39 29%	14 46%	54 30%	13 35%	146 46%	36 25%	56 50%
Stay about the same	(3) 42%	206 41%	217 43%	37 42%	64 49%	74 41%	73 39%	75 42%	99 42%	97 38%	121 43%	98 46%	92 41%	83 34%	64 47%	10 33%	86 48%	18 49%	112 35%	72 51%	44 39%
Get a bit worse	(2) 9%	44 9%	50 10%	11 12%	11 8%	22 12%	16 8%	15 8%	21 9%	24 10%	20 7%	18 9%	30 13%	6 3%	18 13%	3 12%	16 9%	2 6%	27 8%	11 8%	10 9%
Get a lot worse	(1) 6%	32 6%	29 6%	4 4%	2 2%	17 9%	11 6%	13 7%	13 6%	8 3%	8 3%	19 9%	25 11%	3 1%	13 10%	1 4%	17 9%	3 7%	7 2%	15 11%	2 2%
NET: Get worse	156 16%	76 15%	79 16%	15 16%	13 10%	39 21%	27 15%	28 16%	34 14%	32 13%	27 10%	37 17%	55 25%	9 4%	31 23%	5 16%	33 19%	5 14%	34 11%	27 19%	12 11%
Don't know	16 2%	9 2%	6 1%	-	5 4%	-	4 2%	2 1%	5 2%	2 1%	3 1%	3 2%	4 2%	1 *	-	1 5%	-	-	1 *	2 2%	-
Mean	3.24	3.25	3.22	3.25	3.26	3.10	3.30	3.23	3.30	3.40	3.37	3.13	3.01	3.68	3.00	3.27	3.08	3.18	3.50	3.02	3.38
Standard deviation	0.92	0.93	0.90	0.88	0.71	0.98	0.94	0.93	0.95	0.88	0.77	0.95	1.04	0.74	0.95	0.86	0.94	0.88	0.85	0.95	0.73
Standard error	0.03	0.04	0.04	0.12	0.08	0.08	0.07	0.06	0.05	0.04	0.06	0.08	0.07	0.05	0.08	0.16	0.07	0.15	0.05	0.07	0.07

Newark Poll
CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 11

Q9. Thinking about all the things that may affect the economy - such as changes in salaries and wages, the level of interest rates and tax, the rates of inflation and unemployment, and so on - do you think things over the next year or so will improve, get worse, or stay about the same?

-For you and your family

Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser-vative	Labour	Lib Dem	UKIP	Other	Conser-vative	Labour	Lib Dem
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
NET: Improve	259 26%	138 28%	121 24%	18 20%	30 23%	54 30%	54 29%	44 25%	59 25%	79 31%	79 28%	40 19%	56 25%	102 42%	32 23%	11 36%	39 22%	8 20%	122 38%	32 23%	33 29%
Improve a lot	(5) 36 4%	19 4%	17 3%	1 1%	3 2%	6 3%	8 5%	4 2%	14 6%	14 6%	10 3%	5 2%	7 3%	20 8%	1 1%	- -	5 3%	1 2%	18 6%	2 2%	3 2%
Improve a bit	(4) 223 22%	120 24%	103 21%	17 19%	27 21%	48 27%	46 25%	40 22%	45 19%	65 26%	70 25%	35 16%	49 22%	82 34%	31 22%	11 36%	34 19%	7 18%	104 32%	30 21%	31 27%
Stay about the same	(3) 557 56%	280 56%	278 56%	54 60%	89 69%	85 47%	93 50%	97 54%	139 59%	132 52%	164 58%	133 62%	112 50%	126 52%	78 57%	12 39%	105 59%	23 62%	164 51%	80 57%	67 59%
Get a bit worse	(2) 104 10%	53 11%	51 10%	14 15%	8 6%	21 12%	23 12%	23 13%	15 6%	29 11%	23 8%	21 10%	26 12%	11 5%	17 12%	4 13%	17 10%	4 10%	23 7%	16 12%	10 8%
Get a lot worse	(1) 65 7%	20 4%	45 9%	5 5%	3 2%	19 10%	12 7%	13 7%	13 6%	10 4%	12 4%	17 8%	27 12%	3 1%	11 8%	3 9%	15 9%	3 7%	10 3%	12 8%	2 2%
NET: Get worse	169 17%	73 15%	96 19%	19 21%	11 8%	40 22%	35 19%	36 20%	28 12%	39 15%	35 12%	38 18%	53 24%	14 6%	27 20%	7 22%	33 18%	6 17%	32 10%	28 20%	12 11%
Don't know	14 1%	9 2%	6 1%	- -	- -	1 *	3 1%	3 2%	8 3%	2 1%	4 1%	3 1%	2 1%	1 *	- -	1 3%	2 1%	- -	2 1%	- -	2 1%
Mean	3.06	3.13	3.00	2.95	3.15	3.01	3.08	3.00	3.14	3.18	3.15	2.96	2.92	3.43	2.96	3.04	2.98	2.98	3.31	2.96	3.19
Standard deviation	0.86	0.81	0.90	0.78	0.65	0.97	0.91	0.86	0.86	0.86	0.79	0.82	0.98	0.76	0.84	0.96	0.87	0.82	0.81	0.86	0.71
Standard error	0.03	0.04	0.04	0.11	0.07	0.08	0.07	0.06	0.05	0.04	0.06	0.07	0.07	0.05	0.07	0.18	0.07	0.14	0.04	0.06	0.07

Newark Poll
CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 12

Q10. With our economy facing challenges in the months ahead, who do you most trust to manage the economy in the best interests of Britain - David Cameron and the Chancellor of the Exchequer George Osborne, or Ed Miliband and the Shadow Chancellor Ed Balls?

Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
Cameron & Osborne	622	328	294	58	93	109	103	99	162	166	176	138	127	228	33	17	105	21	282	35	67
	62%	66%	59%	64%	71%	60%	56%	55%	69%	66%	62%	65%	57%	93%	24%	59%	59%	57%	88%	25%	59%
Miliband & Balls	238	112	126	29	22	49	53	48	36	58	63	50	59	9	99	7	47	9	20	92	26
	24%	22%	25%	33%	17%	27%	29%	27%	15%	23%	23%	23%	27%	4%	72%	22%	26%	25%	6%	65%	23%
Neither	80	42	38	-	7	12	19	22	20	18	21	11	24	3	2	6	23	7	12	9	16
	8%	8%	8%	-	5%	7%	10%	12%	9%	7%	7%	5%	11%	1%	1%	19%	13%	18%	4%	6%	15%
Don't know	60	18	42	3	9	11	9	11	17	11	21	14	13	4	3	-	3	-	6	6	4
	6%	4%	8%	3%	7%	6%	5%	6%	7%	4%	8%	6%	6%	2%	2%	-	2%	-	2%	4%	4%

Newark Poll

CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 13

Q11. We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives, the Liberal Democrats and the UK Independence Party (UKIP) have done each of the following ...

-Labour

Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser-vative	Labour	Lib Dem	UKIP	Other	Conser-vative	Labour	Lib Dem
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
NET: Any mention	712	352	359	58	75	135	126	141	177	180	217	139	160	182	111	20	124	29	247	103	85
	71%	70%	72%	65%	57%	75%	68%	78%	75%	71%	77%	65%	72%	74%	81%	66%	70%	77%	77%	73%	75%
Delivered leaflets or newspapers to your door	615	305	310	41	62	116	113	129	155	152	193	121	135	157	94	19	105	28	212	92	75
	61%	61%	62%	45%	47%	64%	61%	72%	66%	60%	68%	57%	61%	64%	69%	62%	59%	76%	66%	65%	66%
Put up posters or billboards in your area	201	95	106	26	23	48	36	34	33	49	64	33	50	44	39	8	29	7	61	30	31
	20%	19%	21%	29%	18%	27%	20%	19%	14%	19%	23%	16%	22%	18%	29%	27%	16%	19%	19%	21%	27%
Knocked on your door	66	26	40	10	9	12	12	14	9	13	17	15	22	11	26	2	9	1	13	18	3
	7%	5%	8%	11%	7%	7%	6%	8%	4%	5%	6%	7%	10%	4%	19%	7%	5%	2%	4%	13%	3%
Written a personally addressed letter to you	200	94	106	10	20	31	35	54	51	53	60	28	53	38	41	3	34	6	62	40	25
	20%	19%	21%	11%	16%	17%	19%	30%	22%	21%	21%	13%	24%	16%	30%	11%	19%	17%	20%	28%	22%
Set up stalls or handed out leaflets in your area	282	137	145	33	31	54	52	46	65	64	79	62	72	76	60	7	43	16	98	56	30
	28%	27%	29%	37%	24%	30%	28%	26%	28%	25%	28%	29%	32%	31%	44%	23%	24%	43%	31%	40%	26%
Phoned you	28	14	14	-	2	6	7	5	8	8	7	6	6	3	8	1	5	1	5	6	1
	3%	3%	3%	-	2%	3%	4%	3%	3%	3%	3%	3%	2%	1%	6%	4%	3%	3%	2%	4%	1%
Sent you an email	12	6	6	2	-	1	6	3	1	7	1	3	1	1	6	*	2	*	3	6	-
	1%	1%	1%	2%	-	*	3%	1%	*	3%	*	1%	*	*	4%	1%	1%	1%	1%	4%	-
None of these/ Don't know	288	148	140	32	55	45	59	39	58	73	65	74	63	62	26	10	54	9	73	38	28
	29%	30%	28%	35%	43%	25%	32%	22%	25%	29%	23%	35%	28%	26%	19%	34%	30%	23%	23%	27%	25%

Newark Poll

CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 14

Q11. We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives, the Liberal Democrats and the UK Independence Party (UKIP) have done each of the following ...

-Conservatives

Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser -vative	Labour	Lib Dem	UKIP	Other	Conser -vative	Labour	Lib Dem
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
NET: Any mention	918	450	468	78	111	168	172	168	222	244	266	183	200	239	126	27	161	32	304	129	109
	92%	90%	94%	86%	85%	93%	93%	94%	94%	97%	95%	86%	90%	98%	92%	92%	90%	87%	95%	92%	96%
Delivered leaflets or newspapers to your door	814 81%	398 80%	415 83%	63 70%	101 78%	140 78%	157 85%	156 87%	196 83%	222 88%	241 86%	157 74%	173 77%	215 88%	115 84%	26 89%	138 77%	30 82%	269 84%	120 85%	106 94%
Put up posters or billboards in your area	500 50%	241 48%	259 52%	44 49%	69 53%	95 53%	103 55%	82 46%	107 46%	150 59%	148 52%	101 47%	91 41%	146 60%	66 48%	19 64%	82 46%	19 50%	166 52%	69 49%	77 67%
Knocked on your door	156 16%	80 16%	76 15%	15 17%	11 9%	37 20%	31 17%	29 16%	32 14%	34 14%	55 20%	26 12%	37 16%	44 18%	22 16%	4 14%	26 15%	5 15%	53 16%	26 18%	18 16%
Written a personally addressed letter to you	486 49%	229 46%	257 51%	24 26%	51 39%	84 47%	88 48%	107 59%	132 56%	133 53%	142 51%	94 44%	106 47%	151 62%	69 50%	10 35%	83 47%	21 58%	196 61%	71 51%	59 52%
Set up stalls or handed out leaflets in your area	450 45%	222 44%	227 45%	48 53%	57 44%	87 48%	78 42%	74 41%	105 45%	107 43%	137 49%	95 44%	100 45%	135 55%	79 58%	15 49%	69 39%	16 43%	164 51%	76 54%	51 45%
Phoned you	114 11%	61 12%	52 10%	9 10%	3 2%	21 12%	21 12%	28 15%	31 13%	35 14%	36 13%	22 10%	21 9%	38 16%	19 14%	3 10%	15 9%	7 19%	37 12%	19 13%	14 12%
Sent you an email	40 4%	24 5%	15 3%	9 9%	2 1%	6 4%	12 6%	2 1%	9 4%	22 9%	4 1%	9 4%	5 2%	21 9%	4 3%	- -	6 3%	* 1%	21 6%	3 2%	4 4%
None of these/ Don't know	82 8%	50 10%	32 6%	12 14%	19 15%	12 7%	13 7%	12 6%	13 6%	9 3%	15 5%	30 14%	23 10%	5 2%	11 8%	3 8%	18 10%	5 13%	16 5%	12 8%	5 4%

Newark Poll

CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 15

Q11. We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives, the Liberal Democrats and the UK Independence Party (UKIP) have done each of the following ...

-Liberal Democrats

Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser-vative	Labour	Lib Dem	UKIP	Other	Conser-vative	Labour	Lib Dem
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
NET: Any mention	690	325	365	35	68	136	135	143	172	184	210	137	141	173	88	26	128	33	240	100	90
	69%	65%	73%	39%	53%	76%	73%	80%	73%	73%	74%	64%	63%	71%	64%	87%	71%	89%	75%	71%	80%
Delivered leaflets or newspapers to your door	582	276	306	27	59	111	112	126	148	159	181	102	125	147	77	25	108	24	209	86	81
	58%	55%	61%	30%	45%	61%	60%	70%	63%	63%	64%	48%	56%	60%	56%	84%	60%	66%	65%	61%	71%
Put up posters or billboards in your area	140	66	75	9	22	26	33	25	25	31	44	32	31	36	12	5	18	9	39	18	18
	14%	13%	15%	10%	17%	15%	18%	14%	11%	12%	15%	15%	14%	15%	9%	18%	10%	24%	12%	13%	16%
Knocked on your door	34	13	21	4	4	8	5	5	8	7	4	11	11	5	11	4	3	1	7	11	3
	3%	3%	4%	5%	3%	5%	2%	3%	3%	3%	1%	5%	5%	2%	8%	12%	2%	2%	2%	8%	3%
Written a personally addressed letter to you	288	139	149	7	23	62	62	69	65	83	79	54	63	69	39	21	48	21	101	44	46
	29%	28%	30%	8%	18%	35%	33%	38%	28%	33%	28%	25%	28%	28%	28%	69%	27%	56%	32%	31%	40%
Set up stalls or handed out leaflets in your area	199	94	106	12	7	46	42	38	54	51	47	40	57	59	30	9	37	10	73	37	30
	20%	19%	21%	14%	6%	25%	23%	21%	23%	20%	17%	19%	25%	24%	22%	30%	21%	27%	23%	26%	26%
Phoned you	20	9	11	2	-	6	2	3	7	7	4	5	4	10	-	2	2	-	6	-	3
	2%	2%	2%	2%	-	3%	1%	2%	3%	3%	1%	2%	2%	4%	-	7%	1%	-	2%	-	3%
Sent you an email	12	8	4	4	1	-	3	1	3	7	1	2	3	6	2	-	1	*	4	2	1
	1%	2%	1%	5%	1%	-	2%	1%	1%	3%	*	1%	1%	3%	1%	-	1%	1%	1%	2%	1%
None of these/ Don't know	310	175	135	55	62	44	50	37	64	68	72	77	82	70	49	4	51	4	80	40	23
	31%	35%	27%	61%	47%	24%	27%	20%	27%	27%	26%	36%	37%	29%	36%	13%	29%	11%	25%	29%	20%

Newark Poll

CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 16

Q11. We're interested in the extent to which people locally have heard from the political parties over the last few weeks. Please can you tell me whether Labour, the Conservatives, the Liberal Democrats and the UK Independence Party (UKIP) have done each of the following ...

-UK Independence Party (UKIP)

Base: All respondents

	Gender			Age						Social Class				Current VI					2010 Vote		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Conser-vative	Labour	Lib Dem	UKIP	Other	Conser-vative	Labour	Lib Dem
Unweighted base	1000	487	513	51	82	141	193	213	320	431	180	137	223	257	151	29	166	37	340	185	99
Weighted base	1000	500	500	90	130	180	185	180	235	252	282	214	223	244	137	30	179	37	320	141	114
NET: Any mention	803	388	415	56	101	155	149	147	195	208	236	166	175	207	112	25	155	30	276	124	103
	80%	78%	83%	62%	78%	86%	81%	82%	83%	83%	84%	78%	78%	85%	82%	85%	87%	82%	86%	88%	91%
Delivered leaflets or newspapers to your door	702	334	367	38	92	136	134	134	168	184	212	144	146	181	97	23	134	29	248	111	96
	70%	67%	74%	42%	71%	76%	73%	74%	72%	73%	75%	68%	65%	74%	71%	77%	75%	80%	78%	79%	85%
Put up posters or billboards in your area	267	122	145	33	44	47	55	46	43	62	71	56	70	61	43	5	51	13	73	45	40
	27%	24%	29%	37%	34%	26%	30%	25%	18%	25%	25%	26%	31%	25%	31%	15%	28%	36%	23%	32%	35%
Knocked on your door	78	46	33	11	3	16	15	15	19	14	13	22	29	18	10	4	23	2	25	16	7
	8%	9%	7%	12%	2%	9%	8%	9%	8%	6%	5%	10%	13%	7%	7%	12%	13%	5%	8%	11%	6%
Written a personally addressed letter to you	247	125	122	7	28	57	43	55	57	63	59	61	57	63	37	8	47	5	92	45	27
	25%	25%	24%	7%	22%	32%	23%	31%	24%	25%	21%	29%	26%	26%	27%	25%	26%	13%	29%	32%	24%
Set up stalls or handed out leaflets in your area	402	203	199	36	43	81	73	78	92	90	119	87	98	106	75	10	80	18	146	77	47
	40%	41%	40%	40%	33%	45%	39%	43%	39%	36%	42%	41%	44%	44%	54%	34%	45%	49%	46%	55%	42%
Phoned you	12	3	9	-	-	1	4	4	3	4	3	4	1	4	-	-	4	-	5	-	-
	1%	1%	2%	-	-	*	2%	2%	1%	1%	1%	2%	*	2%	-	-	2%	-	2%	-	-
Sent you an email	12	6	6	2	-	1	6	-	3	6	2	4	-	3	1	-	3	1	5	1	-
	1%	1%	1%	2%	-	*	3%	-	1%	2%	1%	2%	-	1%	1%	-	2%	3%	2%	1%	-
None of these/ Don't know	197	112	85	34	29	25	36	33	40	44	45	48	49	37	25	4	23	7	44	17	11
	20%	22%	17%	38%	22%	14%	19%	18%	17%	17%	16%	22%	22%	15%	18%	15%	13%	18%	14%	12%	9%

Newark Poll
CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 17
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	487 49%	500 50%
Female	513 51%	500 50%

Newark Poll
CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 18
Age
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	51 5%	90 9%
25-34	82 8%	130 13%
35-44	141 14%	180 18%
45-54	193 19%	185 18%
55-64	213 21%	180 18%
65+	320 32%	235 23%
Mean	55.04	50.27
Standard deviation	16.73	17.54
Standard error	0.53	0.55

Newark Poll
CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 19
Social class
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
AB	431 43%	252 25%
C1	180 18%	282 28%
C2	137 14%	214 21%
DE	223 22%	223 22%
Refused	29 3%	29 3%

Newark Poll
CATI Fieldwork : 27th May - 1st June 2014

Absolutes/col percents

Table 20
Q5. Could you tell me which party you voted for at the last general election in May 2010? Was it...
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	340 34%	320 32%
Labour	185 19%	141 14%
Liberal Democrats	99 10%	114 11%
The Independence Party (UKIP)	11 1%	11 1%
The Green Party	3 *	2 *
The British National party (BNP)	4 *	4 *
Other party	4 *	5 1%
Did not vote	197 20%	261 26%
Refused	112 11%	97 10%
Don't know	45 5%	46 5%