

Newton Abbot Poll

CATI Fieldwork : 5th-12th June 2014

Absolutes/col percents

Table 1

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	1000	443	557	44	79	129	174	193	374	366	201	130	264	266	128	81	164	64	294	90	250	
Weighted base	1000	480	520	89	109	149	179	179	288	192	298	240	231	244	110	87	175	74	268	52	255	
Certain to vote	(10)	547	259	288	19	31	49	107	121	213	121	160	113	140	178	63	51	103	45	207	33	166
		55%	54%	55%	22%	28%	33%	60%	68%	74%	63%	54%	47%	61%	73%	57%	58%	59%	60%	78%	64%	65%
	(9)	60	21	39	4	5	9	15	9	19	12	22	17	8	11	12	8	11	5	17	3	19
		6%	4%	8%	4%	5%	6%	8%	5%	7%	6%	7%	7%	3%	4%	11%	9%	6%	7%	6%	6%	8%
	(8)	83	39	44	9	13	18	15	14	14	18	25	21	17	24	12	4	19	8	21	5	19
		8%	8%	8%	10%	12%	12%	8%	8%	5%	9%	8%	9%	8%	10%	11%	5%	11%	10%	8%	10%	8%
	(7)	35	15	20	5	4	12	5	3	6	6	9	9	6	12	4	7	4	2	5	-	9
		3%	3%	4%	5%	4%	8%	3%	2%	2%	3%	3%	4%	3%	5%	3%	8%	3%	3%	2%	-	4%
	(6)	23	10	12	4	7	3	5	2	2	6	8	6	2	4	5	5	2	2	4	1	5
		2%	2%	2%	4%	7%	2%	3%	1%	1%	3%	3%	3%	1%	2%	4%	6%	1%	3%	2%	2%	2%
	(5)	88	49	40	12	14	21	15	13	14	10	26	33	15	12	8	8	23	6	7	6	21
		9%	10%	8%	13%	13%	14%	8%	7%	5%	5%	9%	14%	7%	5%	8%	10%	13%	8%	3%	11%	8%
	(4)	24	15	9	12	3	5	2	2	*	1	11	4	5	-	3	2	7	1	-	1	2
		2%	3%	2%	13%	3%	3%	1%	1%	*	1%	4%	2%	2%	-	2%	2%	4%	1%	-	3%	1%
	(3)	21	8	12	7	5	5	2	1	2	4	8	2	3	3	1	1	3	3	3	-	3
		2%	2%	2%	7%	5%	3%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%	2%	4%	1%	-	1%
	(2)	14	7	6	4	1	4	3	*	1	3	1	6	4	*	2	-	2	2	*	-	2
		1%	2%	1%	4%	1%	3%	2%	*	*	2%	*	2%	2%	*	2%	-	1%	3%	*	-	1%
Definitely would not vote	(1)	97	50	47	11	24	23	11	13	15	10	27	26	30	-	-	-	-	-	1	2	9
		10%	11%	9%	13%	22%	16%	6%	8%	5%	5%	9%	11%	13%	-	-	-	-	-	*	4%	3%
Refused		4	4	1	4	-	-	-	-	1	-	-	4	1	-	-	-	-	-	-	-	-
		*	1%	*	4%	-	-	-	-	*	-	-	2%	*	-	-	-	-	-	-	-	-
Don't know		3	2	1	-	2	-	-	-	1	*	2	-	1	-	-	-	-	-	1	-	-
		*	*	*	-	2%	-	-	-	*	*	1%	-	*	-	-	-	-	*	-	-	-
Mean		7.84	7.70	7.97	5.81	6.12	6.62	8.34	8.52	8.95	8.47	7.87	7.49	7.87	9.19	8.64	8.61	8.48	8.51	9.39	8.55	8.69
Standard deviation		3.07	3.15	2.99	3.15	3.46	3.31	2.69	2.72	2.35	2.62	3.00	3.15	3.27	1.58	2.06	2.00	2.23	2.34	1.48	2.47	2.33
Standard error		0.10	0.15	0.13	0.48	0.39	0.29	0.20	0.20	0.12	0.14	0.21	0.28	0.20	0.10	0.18	0.22	0.17	0.29	0.09	0.26	0.15

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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	443	557	44	79	129	174	193	374	366	201	130	264	266	128	81	164	64	294	90	250
Weighted base	1000	480	520	89	109	149	179	179	288	192	298	240	231	244	110	87	175	74	268	52	255
Conservative	244	120	124	18	24	21	31	44	104	57	78	46	54	244	-	-	-	-	166	*	28
	24%	25%	24%	20%	22%	14%	17%	24%	36%	30%	26%	19%	23%	100%	-	-	-	-	62%	1%	11%
Labour	110	53	56	4	15	20	26	24	20	28	26	37	18	-	110	-	-	-	12	30	44
	11%	11%	11%	5%	14%	14%	14%	13%	7%	15%	9%	16%	8%	-	100%	-	-	-	4%	58%	17%
Liberal Democrat	87	43	44	8	1	11	21	20	26	14	35	14	18	-	-	87	-	-	4	1	65
	9%	9%	9%	9%	1%	7%	11%	11%	9%	7%	12%	6%	8%	-	-	100%	-	-	1%	1%	25%
The UK Independence Party (UKIP)	175	96	79	12	15	28	44	26	50	26	49	51	44	-	-	-	175	-	43	12	42
	18%	20%	15%	13%	14%	19%	25%	15%	18%	14%	16%	21%	19%	-	-	-	100%	-	16%	23%	16%
The Green Party	68	26	42	13	10	12	16	11	6	15	23	15	15	-	-	-	-	68	6	2	25
	7%	5%	8%	15%	9%	8%	9%	6%	2%	8%	8%	6%	7%	-	-	-	-	91%	2%	3%	10%
The British National Party (BNP)	1	1	-	-	-	1	-	*	-	1	-	-	-	-	-	-	-	-	1	-	-
	*	*	-	-	-	1%	-	*	-	1%	-	-	-	-	-	-	-	-	2%	-	-
Some other party	5	5	-	-	-	2	-	2	-	1	2	2	-	-	-	-	-	5	1	-	1
	1%	1%	-	-	-	2%	-	1%	-	*	1%	1%	-	-	-	-	-	7%	*	-	*
Would not vote	97	50	47	11	24	23	11	13	15	10	27	26	30	-	-	-	-	-	1	2	9
	10%	11%	9%	13%	22%	16%	6%	8%	5%	5%	9%	11%	13%	-	-	-	-	-	*	4%	3%
Refused	79	35	44	6	1	8	7	21	32	14	16	17	24	-	-	-	-	-	10	1	10
	8%	7%	8%	7%	1%	5%	4%	12%	11%	8%	5%	7%	10%	-	-	-	-	-	4%	2%	4%
Don't know	133	50	84	17	19	22	24	18	34	26	43	33	27	-	-	-	-	-	25	4	32
	13%	10%	16%	19%	17%	15%	13%	10%	12%	14%	15%	14%	12%	-	-	-	-	-	9%	8%	13%

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Table 3

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention				2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	533	248	285	12	30	54	99	112	221	212	109	65	137	215	97	59	117	45	213	61	155
Weighted base	500	244	257	25	38	58	102	102	172	108	153	115	114	191	78	60	120	52	193	34	155
Conservative	191	90	101	11	14	14	25	36	89	46	63	33	45	191	-	-	-	-	141	*	22
	38%	37%	39%	44%	37%	25%	24%	35%	52%	42%	41%	28%	39%	100%	-	-	-	-	73%	1%	14%
Labour	78	38	40	2	11	12	18	19	15	21	15	27	14	-	78	-	-	-	8	24	33
	16%	15%	16%	7%	29%	20%	18%	19%	9%	20%	10%	23%	13%	-	100%	-	-	-	4%	70%	22%
Liberal Democrat	60	28	33	2	1	6	14	15	22	10	26	7	15	-	-	60	-	-	3	1	50
	12%	11%	13%	9%	3%	11%	13%	15%	13%	9%	17%	6%	13%	-	-	100%	-	-	2%	2%	32%
The UK Independence Party (UKIP)	120	65	55	3	6	15	33	20	42	19	30	36	32	-	-	-	120	-	37	8	30
	24%	27%	21%	13%	16%	26%	33%	20%	24%	18%	20%	32%	28%	-	-	-	100%	-	19%	24%	20%
The Green Party	47	18	29	7	5	8	12	10	4	11	17	11	8	-	-	-	-	47	3	1	18
	9%	7%	11%	28%	14%	14%	12%	9%	2%	10%	11%	9%	7%	-	-	-	-	90%	2%	4%	12%
The British National Party (BNP)	1	1	-	-	-	1	-	*	-	1	-	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	1%	-	*	-	1%	-	-	-	-	-	-	-	2%	-	-	-
Some other party	4	4	-	-	-	2	-	2	-	*	2	2	-	-	-	-	-	4	1	-	*
	1%	2%	-	-	-	3%	-	2%	-	*	1%	1%	-	-	-	-	-	8%	1%	-	*

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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	39%
Labour	15%
Liberal Democrat	13%
UKIP	23%
Other	10%

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Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?
Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	443	557	44	79	129	174	193	374	366	201	130	264	266	128	81	164	64	294	90	250
Weighted base	1000	480	520	89	109	149	179	179	288	192	298	240	231	244	110	87	175	74	268	52	255
Conservative	259 26%	125 26%	134 26%	22 25%	19 17%	22 15%	35 19%	49 27%	109 38%	61 32%	82 28%	50 21%	57 25%	214 88%	4 3%	3 3%	10 6%	3 4%	176 66%	- -	31 12%
Labour	99 10%	51 11%	49 9%	6 7%	14 12%	13 9%	26 14%	20 11%	20 7%	21 11%	23 8%	38 16%	17 7%	- -	82 74%	1 1%	9 5%	4 5%	11 4%	31 59%	30 12%
Liberal Democrat	144 14%	65 14%	79 15%	15 17%	9 8%	24 16%	32 18%	30 17%	34 12%	26 14%	52 18%	30 12%	29 12%	15 6%	16 15%	81 93%	- -	11 15%	10 4%	2 3%	95 37%
The UK Independence Party (UKIP)	158 16%	85 18%	73 14%	10 11%	18 16%	22 15%	41 23%	26 14%	42 14%	25 13%	44 15%	42 17%	43 18%	6 3%	1 1%	2 2%	146 84%	1 1%	34 13%	8 16%	42 16%
The Green Party	55 5%	23 5%	32 6%	5 6%	10 9%	12 8%	12 7%	10 5%	5 2%	12 6%	16 6%	11 5%	15 7%	- -	1 1%	- -	- -	49 66%	4 1%	3 5%	20 8%
The British National Party (BNP)	4 *	4 1%	- -	- -	- -	3 2%	- -	* *	- -	1 1%	- -	2 1%	- -	- -	- -	- -	2 1%	1 2%	- -	- -	- -
Some other party	6 1%	5 1%	1 *	- -	- -	2 1%	1 *	- -	2 1%	1 *	3 1%	- -	1 *	1 *	- -	- -	- -	3 4%	2 1%	- -	- -
Would not vote	97 10%	50 11%	47 9%	11 13%	24 22%	23 16%	11 6%	13 8%	15 5%	10 5%	27 9%	26 11%	30 13%	- -	- -	- -	- -	- -	1 *	2 4%	9 3%
Refused	55 5%	26 5%	29 6%	5 6%	1 1%	8 5%	2 1%	13 8%	23 8%	10 5%	12 4%	10 4%	17 7%	- -	- -	- -	- -	- -	2 1%	1 2%	5 2%
Don't know	124 12%	48 10%	76 15%	14 16%	15 14%	19 13%	20 11%	17 9%	37 13%	24 13%	38 13%	32 13%	23 10%	8 3%	6 6%	1 1%	8 4%	2 3%	27 10%	6 11%	25 10%

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Absolutes/col percents

Table 6

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

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

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

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

	Total	Gender		Age						SEG					Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem	
Unweighted base	552	257	295	13	33	54	105	117	225	217	114	65	146	208	91	59	110	44	218	60	165	
Weighted base	520	251	269	26	40	58	109	108	176	113	160	115	122	185	75	60	114	50	197	33	164	
Conservative	200	97	104	13	11	15	26	39	94	48	65	35	48	169	2	2	9	3	150	-	24	
	39%	39%	39%	49%	29%	26%	24%	36%	53%	43%	41%	30%	39%	91%	3%	3%	8%	5%	76%	-	15%	
Labour	70	34	36	1	10	8	18	17	16	16	13	27	14	-	59	*	5	4	8	23	24	
	13%	14%	13%	5%	24%	13%	16%	16%	9%	14%	8%	24%	12%	-	79%	1%	4%	7%	4%	70%	15%	
Liberal Democrat	102	44	58	7	7	13	23	23	28	20	41	18	20	12	11	57	-	8	8	2	72	
	20%	17%	22%	27%	19%	22%	21%	22%	16%	18%	25%	15%	17%	6%	15%	94%	-	15%	4%	5%	44%	
The UK Independence Party (UKIP)	106	58	49	3	6	14	30	19	34	18	27	29	30	3	1	1	99	*	29	6	30	
	20%	23%	18%	11%	16%	24%	28%	18%	19%	16%	17%	25%	25%	2%	1%	2%	87%	1%	15%	19%	18%	
The Green Party	35	13	22	2	5	6	10	9	3	9	12	6	9	-	1	-	-	33	1	2	13	
	7%	5%	8%	8%	12%	10%	10%	8%	2%	8%	7%	5%	7%	-	2%	-	-	65%	1%	6%	8%	
The British National Party (BNP)	1	1	-	-	-	1	-	*	-	1	-	*	-	-	-	-	*	1	-	-	-	
	*	*	-	-	-	2%	-	*	-	1%	-	*	-	-	-	-	*	2%	-	-	-	
Some other party	5	4	1	-	-	2	1	-	1	1	2	-	1	1	-	-	-	3	2	-	-	
	1%	2%	*	-	-	3%	1%	-	1%	1%	1%	-	1%	*	-	-	-	5%	1%	-	-	

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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	13%
Liberal Democrat	20%
UKIP	20%
Other	8%

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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	443	557	44	79	129	174	193	374	366	201	130	264	266	128	81	164	64	294	90	250
Weighted base	1000	480	520	89	109	149	179	179	288	192	298	240	231	244	110	87	175	74	268	52	255
I would not vote UKIP	551	254	298	62	68	78	88	96	154	109	182	117	124	178	91	73	-	65	145	34	167
	55%	53%	57%	70%	62%	52%	49%	54%	54%	57%	61%	49%	54%	73%	83%	84%	-	87%	54%	65%	66%
I would not vote Liberal Democrat	537	270	268	33	56	72	104	95	173	103	153	130	135	154	65	-	149	43	199	35	95
	54%	56%	51%	37%	51%	48%	58%	53%	60%	53%	51%	54%	59%	63%	59%	-	85%	57%	75%	67%	37%
I would not vote Labour	536	270	266	40	57	70	85	100	180	104	162	110	143	196	-	42	126	43	199	7	123
	54%	56%	51%	45%	52%	47%	48%	56%	63%	54%	54%	46%	62%	80%	-	48%	72%	58%	74%	14%	48%
I would not vote Conservative	414	201	213	27	49	70	96	75	96	74	114	102	111	-	88	47	117	49	28	43	159
	41%	42%	41%	30%	45%	47%	53%	42%	33%	38%	38%	43%	48%	-	80%	54%	67%	65%	10%	82%	62%
None of these - I would potentially vote for all of them	89	43	46	7	7	15	19	16	26	14	27	22	20	12	1	7	9	2	13	1	13
	9%	9%	9%	8%	6%	10%	11%	9%	9%	7%	9%	9%	9%	5%	1%	8%	5%	3%	5%	2%	5%
Don't know	38	15	23	5	5	3	6	7	10	4	9	13	8	1	-	-	-	-	3	-	1
	4%	3%	4%	6%	5%	2%	3%	4%	4%	2%	3%	6%	3%	*	-	-	-	-	1%	-	*

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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	443	557	44	79	129	174	193	374	366	201	130	264	266	128	81	164	64	294	90	250	
Weighted base	1000	480	520	89	109	149	179	179	288	192	298	240	231	244	110	87	175	74	268	52	255	
NET: Well	661	353	308	69	71	76	109	120	211	140	205	155	141	216	61	63	104	38	218	32	161	
	66%	74%	59%	77%	65%	51%	61%	67%	73%	73%	69%	65%	61%	89%	55%	73%	59%	51%	82%	61%	63%	
Very well	(4)	55	37	18	4	8	1	10	8	24	11	19	12	12	29	-	2	9	1	26	1	12
		5%	8%	3%	4%	7%	1%	6%	4%	8%	6%	7%	5%	5%	12%	-	3%	5%	2%	10%	2%	5%
Quite well	(3)	606	316	290	65	63	75	99	112	188	128	186	143	130	188	61	61	95	37	192	31	149
		61%	66%	56%	72%	57%	50%	56%	63%	65%	67%	62%	59%	56%	77%	55%	70%	54%	50%	72%	60%	58%
Quite badly	(2)	247	88	159	13	33	50	58	44	47	41	66	67	59	20	39	20	58	33	37	18	81
		25%	18%	31%	15%	30%	33%	32%	25%	16%	22%	22%	28%	26%	8%	36%	23%	33%	45%	14%	34%	32%
Very badly	(1)	55	24	32	7	6	16	8	8	10	5	22	9	17	-	5	3	10	3	4	2	8
		6%	5%	6%	8%	5%	11%	4%	4%	4%	2%	7%	4%	8%	-	5%	4%	5%	4%	2%	4%	3%
NET: Badly		302	111	190	21	39	65	66	52	58	46	87	76	76	20	45	23	68	36	41	20	89
		30%	23%	37%	23%	35%	44%	37%	29%	20%	24%	29%	32%	33%	8%	41%	27%	39%	49%	15%	38%	35%
Don't know		37	16	22	-	-	7	4	7	19	6	5	9	13	7	4	1	4	-	8	1	5
		4%	3%	4%	-	-	5%	2%	4%	6%	3%	2%	4%	6%	3%	4%	1%	2%	-	3%	1%	2%
Mean		2.69	2.79	2.59	2.73	2.66	2.44	2.64	2.70	2.84	2.79	2.70	2.69	2.62	3.04	2.52	2.72	2.60	2.49	2.93	2.60	2.66
Standard deviation		0.67	0.65	0.66	0.68	0.69	0.70	0.66	0.63	0.63	0.59	0.70	0.63	0.71	0.45	0.60	0.58	0.68	0.61	0.55	0.60	0.62
Standard error		0.02	0.03	0.03	0.10	0.08	0.06	0.05	0.05	0.03	0.03	0.05	0.06	0.05	0.03	0.05	0.07	0.05	0.08	0.03	0.06	0.04

Newton Abbot Poll

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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	443	557	44	79	129	174	193	374	366	201	130	264	266	128	81	164	64	294	90	250	
Weighted base	1000	480	520	89	109	149	179	179	288	192	298	240	231	244	110	87	175	74	268	52	255	
NET: Well	654	343	311	70	72	77	97	117	216	140	202	156	134	206	70	60	104	38	216	35	155	
	65%	71%	60%	78%	66%	52%	54%	65%	75%	73%	68%	65%	58%	84%	63%	69%	59%	51%	81%	66%	61%	
Very well	(4)	56	33	23	3	10	3	13	6	21	12	15	15	13	26	3	4	4	-	23	3	8
	6%	7%	4%	3%	9%	2%	7%	3%	7%	6%	5%	6%	6%	11%	3%	5%	2%	-	9%	6%	3%	
Quite well	(3)	598	310	288	67	61	74	84	111	195	128	187	142	121	179	66	56	99	38	192	32	148
	60%	65%	55%	75%	56%	50%	47%	62%	68%	67%	63%	59%	53%	73%	60%	64%	57%	51%	72%	60%	58%	
Quite badly	(2)	260	105	156	10	33	56	68	47	46	44	76	65	65	29	30	22	59	29	38	15	90
	26%	22%	30%	11%	30%	38%	38%	26%	16%	23%	26%	27%	28%	12%	28%	26%	34%	39%	14%	29%	35%	
Very badly	(1)	49	19	30	6	5	8	11	12	7	4	17	11	16	1	7	4	8	4	5	3	4
	5%	4%	6%	6%	4%	5%	6%	7%	2%	2%	6%	4%	7%	1%	6%	5%	5%	5%	2%	5%	2%	
NET: Badly	310	124	186	16	38	64	79	59	53	48	93	75	80	31	37	26	67	33	43	18	94	
	31%	26%	36%	18%	34%	43%	44%	33%	18%	25%	31%	31%	35%	13%	34%	30%	38%	44%	16%	34%	37%	
Don't know	37	13	24	4	-	8	3	3	19	4	2	9	16	8	3	1	5	4	9	-	6	
	4%	3%	5%	4%	-	5%	2%	2%	7%	2%	1%	4%	7%	3%	3%	1%	3%	5%	3%	-	2%	
Mean	2.69	2.76	2.61	2.78	2.71	2.51	2.56	2.63	2.85	2.79	2.68	2.69	2.62	2.98	2.62	2.69	2.59	2.47	2.90	2.67	2.64	
Standard deviation	0.66	0.63	0.67	0.61	0.70	0.64	0.72	0.66	0.58	0.58	0.66	0.66	0.71	0.51	0.66	0.63	0.62	0.61	0.55	0.67	0.57	
Standard error	0.02	0.03	0.03	0.09	0.08	0.06	0.06	0.05	0.03	0.03	0.05	0.06	0.05	0.03	0.06	0.07	0.05	0.08	0.03	0.07	0.04	

Newton Abbot Poll

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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	443	557	44	79	129	174	193	374	366	201	130	264	266	128	81	164	64	294	90	250
Weighted base	1000	480	520	89	109	149	179	179	288	192	298	240	231	244	110	87	175	74	268	52	255
I am satisfied with the job David Cameron is doing overall as Prime Minister	346 35%	171 36%	175 34%	32 36%	46 43%	36 24%	50 28%	56 31%	124 43%	66 34%	102 34%	87 36%	79 34%	170 70%	12 11%	22 26%	28 16%	11 14%	157 59%	8 16%	55 22%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	328 33%	156 33%	172 33%	33 37%	22 20%	57 38%	71 40%	61 34%	82 28%	66 34%	107 36%	84 35%	58 25%	69 28%	15 14%	42 48%	87 50%	31 41%	89 33%	12 23%	80 31%
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.	186 19%	86 18%	101 19%	15 17%	21 19%	28 19%	39 22%	40 22%	42 15%	39 20%	54 18%	45 19%	47 20%	3 1%	79 72%	16 18%	35 20%	21 28%	15 6%	29 56%	78 31%
Refused	40 4%	19 4%	20 4%	- -	5 4%	5 3%	5 3%	8 5%	16 6%	4 2%	15 5%	6 3%	11 5%	1 *	* *	1 1%	7 4%	- -	2 1%	* 1%	7 3%
Don't know	100 10%	47 10%	52 10%	9 11%	15 14%	24 16%	14 8%	13 7%	24 8%	18 9%	20 7%	18 8%	35 15%	1 *	3 3%	6 7%	19 11%	12 16%	4 2%	2 5%	35 14%

Newton Abbot Poll

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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	443	557	44	79	129	174	193	374	366	201	130	264	266	128	81	164	64	294	90	250
Weighted base	1000	480	520	89	109	149	179	179	288	192	298	240	231	244	110	87	175	74	268	52	255
The UK Independence Party (UKIP)	380 38%	166 35%	214 41%	24 27%	39 36%	44 29%	80 45%	79 44%	113 39%	88 46%	116 39%	81 34%	86 37%	93 38%	48 44%	39 44%	82 47%	32 43%	110 41%	24 46%	124 48%
The Conservatives	363 36%	157 33%	206 40%	20 23%	30 27%	50 33%	70 39%	81 45%	112 39%	91 47%	111 37%	68 28%	83 36%	103 42%	41 38%	34 39%	67 38%	22 30%	120 45%	16 31%	115 45%
The Liberal Democrat	345 35%	156 32%	190 36%	12 13%	31 29%	42 28%	75 42%	82 46%	102 36%	80 42%	111 37%	77 32%	71 31%	78 32%	43 39%	46 53%	52 29%	34 46%	81 30%	17 32%	140 55%
Labour	172 17%	72 15%	100 19%	5 6%	11 11%	20 14%	41 23%	43 24%	51 18%	39 20%	51 17%	31 13%	43 19%	39 16%	21 19%	17 20%	30 17%	15 21%	44 16%	11 21%	57 22%
None of them	425 43%	227 47%	198 38%	52 59%	54 49%	68 46%	69 38%	64 36%	113 39%	64 33%	124 42%	117 49%	99 43%	101 41%	43 39%	27 31%	73 42%	25 34%	104 39%	22 41%	72 28%
Don't know	22 2%	10 2%	13 2%	- -	3 3%	5 4%	4 2%	5 3%	5 2%	2 1%	6 2%	6 2%	5 2%	4 2%	1 1%	1 1%	5 3%	- -	3 1%	1 2%	3 1%

Newton Abbot Poll

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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	443	557	44	79	129	174	193	374	366	201	130	264	266	128	81	164	64	294	90	250
Weighted base	1000	480	520	89	109	149	179	179	288	192	298	240	231	244	110	87	175	74	268	52	255
A Conservative government	331 33%	166 35%	165 32%	24 27%	27 25%	34 23%	46 26%	61 34%	136 47%	67 35%	97 33%	81 34%	74 32%	200 82%	4 4%	2 3%	54 31%	12 16%	197 74%	2 4%	39 15%
A Labour government	192 19%	95 20%	97 19%	11 12%	27 25%	32 22%	44 25%	32 18%	45 16%	30 16%	46 15%	61 26%	51 22%	2 1%	80 73%	9 10%	46 26%	17 22%	17 6%	39 75%	55 21%
A coalition between the Conservatives and the Liberal Democrats	168 17%	65 14%	103 20%	19 21%	17 15%	19 13%	39 22%	31 17%	41 14%	42 22%	54 18%	28 12%	35 15%	37 15%	2 2%	50 58%	21 12%	9 13%	39 14%	2 4%	62 24%
A coalition between Labour and the Liberal Democrats	107 11%	55 11%	52 10%	12 14%	11 10%	21 14%	21 12%	26 15%	15 5%	21 11%	43 14%	21 9%	22 9%	1 *	21 19%	19 22%	22 12%	23 31%	3 1%	4 7%	66 26%
Don't know	202 20%	99 21%	103 20%	23 26%	28 25%	42 28%	28 16%	28 16%	50 17%	31 16%	58 20%	48 20%	49 21%	4 2%	2 2%	6 7%	33 19%	13 18%	12 5%	5 9%	34 13%

Newton Abbot Poll
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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	443 44%	480 48%
Female	557 56%	520 52%

Newton Abbot Poll
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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	44 4%	89 9%
25-34	79 8%	109 11%
35-44	129 13%	149 15%
45-54	174 17%	179 18%
55-64	193 19%	179 18%
65 or older	374 37%	288 29%
Refused	7 1%	7 1%

Newton Abbot Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	127 13%	66 7%
B	239 24%	126 13%
C1	201 20%	298 30%
C2	130 13%	240 24%
D	84 8%	82 8%
E	180 18%	149 15%
Refused	39 4%	39 4%

Newton Abbot Poll
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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	294 29%	268 27%
Labour	90 9%	52 5%
Liberal Democrats	250 25%	255 26%
Another party	37 4%	48 5%
Did not vote	219 22%	275 28%
Refused	57 6%	50 5%
Don't know	53 5%	52 5%