

Somerton & Frome Poll

CATI Fieldwork : 19th-25th 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	453	547	38	101	157	166	184	348	390	197	148	232	283	86	138	122	59	301	62	291	
Weighted base	1000	490	510	80	109	159	189	189	268	235	264	264	205	286	80	138	131	57	292	35	305	
Certain to vote	(10)	559	262	297	19	38	79	108	119	194	151	154	125	112	208	48	82	69	27	226	18	193
		56%	53%	58%	23%	35%	50%	57%	63%	72%	64%	58%	47%	55%	73%	61%	59%	53%	47%	77%	50%	63%
	(9)	59	33	26	1	7	12	10	9	19	16	13	15	14	13	1	15	11	4	13	2	27
		6%	7%	5%	2%	7%	8%	5%	5%	7%	7%	5%	6%	7%	4%	1%	11%	9%	7%	5%	5%	9%
	(8)	91	45	45	16	15	16	18	13	12	22	28	27	13	24	7	21	14	7	20	4	25
		9%	9%	9%	20%	14%	10%	10%	7%	5%	9%	10%	10%	6%	8%	9%	15%	11%	12%	7%	11%	8%
	(7)	40	21	19	9	6	5	9	6	4	10	9	15	4	15	8	3	5	2	6	3	15
		4%	4%	4%	11%	5%	3%	5%	3%	2%	4%	3%	6%	2%	5%	10%	2%	4%	3%	2%	8%	5%
	(6)	26	5	21	3	3	2	7	7	5	4	6	12	5	7	2	5	2	1	5	1	5
		3%	1%	4%	3%	3%	1%	4%	4%	2%	2%	2%	4%	2%	2%	2%	4%	2%	2%	2%	3%	2%
	(5)	68	39	29	13	12	14	12	9	7	11	16	21	18	12	6	6	12	10	14	3	20
		7%	8%	6%	16%	11%	9%	7%	5%	3%	5%	6%	8%	9%	4%	7%	5%	9%	17%	5%	10%	6%
	(4)	16	12	4	9	1	1	1	2	3	2	9	-	5	-	4	1	2	-	-	*	3
		2%	2%	1%	11%	1%	1%	*	1%	1%	1%	3%	-	2%	-	5%	1%	2%	-	-	1%	1%
	(3)	29	12	16	3	7	6	6	5	2	7	8	11	3	5	2	2	8	2	3	*	7
		3%	3%	3%	3%	7%	4%	3%	2%	1%	3%	3%	4%	2%	2%	3%	1%	6%	3%	1%	1%	2%
	(2)	27	14	13	4	3	10	2	4	4	4	6	12	3	3	1	3	7	5	2	1	4
		3%	3%	3%	5%	3%	6%	1%	2%	1%	2%	2%	5%	1%	1%	2%	2%	6%	8%	1%	3%	1%
Definitely would not vote	(1)	80	44	36	5	17	12	14	16	16	9	16	25	25	-	-	-	-	2	3	5	
		8%	9%	7%	7%	15%	8%	8%	8%	6%	4%	6%	10%	12%	-	-	-	-	1%	8%	2%	
Refused		2	1	2	-	-	2	-	-	1	-	-	2	1	-	-	-	-	-	-	-	
		*	*	*	-	-	1%	-	-	*	-	-	1%	*	-	-	-	-	-	-	-	
Don't know		3	2	1	-	-	-	1	-	2	-	-	-	3	-	-	-	-	-	-	2	
		*	*	*	-	-	-	1%	-	1%	-	-	-	1%	-	-	-	-	-	-	1%	
Mean		7.95	7.81	8.08	6.50	6.72	7.60	8.11	8.21	8.80	8.62	8.11	7.47	7.72	9.13	8.43	8.82	8.10	7.73	9.25	7.76	8.73
Standard deviation		3.00	3.08	2.91	2.81	3.36	3.18	2.85	2.95	2.56	2.46	2.86	3.18	3.24	1.72	2.29	1.93	2.63	2.75	1.71	2.98	2.20
Standard error		0.09	0.15	0.12	0.46	0.33	0.25	0.22	0.22	0.14	0.12	0.20	0.26	0.21	0.10	0.25	0.16	0.24	0.36	0.10	0.38	0.13

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Absolutes/col percents

Table 2

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	453	547	38	101	157	166	184	348	390	197	148	232	283	86	138	122	59	301	62	291
Weighted base	1000	490	510	80	109	159	189	189	268	235	264	264	205	286	80	138	131	57	292	35	305
Conservative	286	144	142	26	35	47	50	52	77	76	94	72	38	286	-	-	-	-	196	3	43
	29%	29%	28%	33%	32%	29%	26%	27%	29%	32%	36%	27%	19%	100%	-	-	-	-	67%	9%	14%
Labour	80	40	40	14	9	12	21	10	13	20	17	19	22	-	80	-	-	-	2	18	33
	8%	8%	8%	18%	8%	8%	11%	5%	5%	9%	7%	7%	11%	-	100%	-	-	-	1%	51%	11%
Liberal Democrat	138	57	82	5	12	23	25	32	41	41	38	34	23	-	-	138	-	-	11	2	103
	14%	12%	16%	6%	11%	14%	13%	17%	15%	17%	14%	13%	11%	-	-	100%	-	-	4%	7%	34%
The UK Independence Party (UKIP)	131	76	55	12	10	19	25	27	36	25	29	48	27	-	-	-	131	-	37	1	30
	13%	15%	11%	16%	9%	12%	13%	14%	13%	11%	11%	18%	13%	-	-	-	100%	-	13%	4%	10%
The Green Party	50	26	24	7	5	14	8	8	6	16	14	9	12	-	-	-	-	50	2	2	25
	5%	5%	5%	9%	5%	9%	4%	4%	2%	7%	5%	3%	6%	-	-	-	-	86%	1%	5%	8%
The British National Party (BNP)	4	4	-	-	-	3	*	-	-	*	1	2	-	-	-	-	-	4	-	-	-
	*	1%	-	-	-	2%	*	-	-	*	1%	1%	-	-	-	-	-	7%	-	-	-
Some other party	4	3	1	-	*	-	-	1	3	1	1	-	1	-	-	-	-	4	-	-	3
	*	1%	*	-	*	-	-	*	1%	*	*	-	*	-	-	-	-	7%	-	-	1%
Would not vote	80	44	36	5	17	12	14	16	16	9	16	25	25	-	-	-	-	-	2	3	5
	8%	9%	7%	7%	15%	8%	8%	8%	6%	4%	6%	10%	12%	-	-	-	-	-	1%	8%	2%
Refused	70	31	38	2	2	14	5	15	31	16	14	14	21	-	-	-	-	-	10	1	12
	7%	6%	7%	3%	2%	9%	3%	8%	12%	7%	5%	5%	10%	-	-	-	-	-	4%	3%	4%
Don't know	158	65	93	7	20	14	40	29	45	31	39	42	38	-	-	-	-	-	32	5	52
	16%	13%	18%	9%	18%	9%	21%	15%	17%	13%	15%	16%	18%	-	-	-	-	-	11%	14%	17%

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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	513	241	271	16	43	77	88	96	192	226	107	68	101	224	62	105	86	35	211	32	176
Weighted base	496	244	252	31	46	78	99	97	143	136	141	120	88	221	54	102	84	34	202	19	181
Conservative	221	111	111	15	26	34	41	45	61	60	73	53	32	221	-	-	-	-	164	2	35
	45%	45%	44%	47%	56%	44%	41%	46%	43%	44%	52%	44%	36%	100%	-	-	-	-	81%	11%	19%
Labour	54	23	31	7	5	7	17	7	11	15	11	11	15	-	54	-	-	-	1	13	25
	11%	9%	12%	23%	10%	9%	17%	7%	7%	11%	8%	9%	17%	-	100%	-	-	-	1%	72%	14%
Liberal Democrat	102	42	60	3	9	14	17	25	33	32	27	24	17	-	-	102	-	-	7	2	81
	21%	17%	24%	10%	20%	18%	17%	26%	23%	23%	19%	20%	20%	-	-	100%	-	-	3%	10%	45%
The UK Independence Party (UKIP)	84	49	35	3	4	13	18	15	31	18	19	27	19	-	-	-	84	-	29	*	20
	17%	20%	14%	10%	9%	17%	19%	15%	22%	13%	13%	22%	22%	-	-	-	100%	-	15%	2%	11%
The Green Party	30	17	14	3	2	9	6	5	6	9	10	6	5	-	-	-	-	30	1	1	18
	6%	7%	6%	11%	4%	11%	6%	5%	4%	7%	7%	5%	6%	-	-	-	-	89%	*	5%	10%
The British National Party (BNP)	1	1	-	-	-	1	*	-	-	*	1	*	-	-	-	-	-	1	-	-	-
	*	1%	-	-	-	2%	*	-	-	*	1%	*	-	-	-	-	-	4%	-	-	-
Some other party	2	2	1	-	*	-	-	1	1	1	1	-	*	-	-	-	-	2	-	-	2
	*	1%	*	-	1%	-	-	1%	1%	1%	1%	-	*	-	-	-	-	6%	-	-	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	45%
Labour	11%
Liberal Democrat	22%
UKIP	16%
Other	7%

Somerton & Frome Poll

CATI Fieldwork : 19th-25th 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	453	547	38	101	157	166	184	348	390	197	148	232	283	86	138	122	59	301	62	291
Weighted base	1000	490	510	80	109	159	189	189	268	235	264	264	205	286	80	138	131	57	292	35	305
Conservative	260 26%	133 27%	127 25%	22 28%	28 26%	41 26%	42 22%	49 26%	78 29%	71 30%	85 32%	61 23%	38 18%	230 80%	1 1%	3 2%	6 5%	1 1%	187 64%	2 6%	32 11%
Labour	69 7%	31 6%	38 7%	12 15%	9 8%	9 6%	15 8%	11 6%	12 4%	15 6%	11 4%	18 7%	25 12%	4 1%	54 68%	- -	2 2%	1 2%	3 1%	18 50%	20 6%
Liberal Democrat	203 20%	86 18%	117 23%	10 13%	23 21%	28 17%	41 22%	48 25%	53 20%	63 27%	50 19%	50 19%	36 17%	23 8%	15 18%	122 88%	9 7%	9 15%	23 8%	5 13%	141 46%
The UK Independence Party (UKIP)	114 11%	72 15%	42 8%	12 16%	8 7%	13 8%	25 13%	22 12%	32 12%	24 10%	24 9%	42 16%	23 11%	8 3%	- -	- -	100 77%	1 1%	39 13%	2 6%	21 7%
The Green Party	43 4%	21 4%	21 4%	7 9%	3 2%	15 10%	8 4%	4 2%	6 2%	13 5%	13 5%	9 3%	8 4%	- -	1 2%	1 *	- -	38 66%	- -	2 5%	22 7%
The British National Party (BNP)	1 *	1 *	- -	- -	1 1%	- -	* *	- -	- -	* *	- -	- -	1 *	- -	- -	- -	1 1%	* 1%	- -	- -	- -
Some other party	8 1%	7 1%	1 *	- -	1 1%	- -	2 1%	3 2%	1 *	2 1%	- -	4 2%	- -	- -	- -	- -	- -	2 4%	- -	- -	5 2%
Would not vote	80 8%	44 9%	36 7%	5 7%	17 15%	12 8%	14 8%	16 8%	16 6%	9 4%	16 6%	25 10%	25 12%	- -	- -	- -	- -	- -	2 1%	3 8%	5 2%
Refused	50 5%	20 4%	31 6%	2 3%	- -	11 7%	3 2%	10 5%	23 9%	11 5%	13 5%	8 3%	15 7%	- -	* 1%	- -	1 1%	- -	3 1%	* 1%	8 2%
Don't know	172 17%	75 15%	97 19%	8 11%	20 19%	29 18%	38 20%	26 14%	48 18%	26 11%	52 20%	48 18%	35 17%	22 8%	9 11%	13 9%	11 9%	5 10%	35 12%	3 9%	52 17%

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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	521	245	275	16	43	73	86	103	199	235	103	66	106	210	56	97	78	32	217	33	181
Weighted base	496	247	249	29	44	72	97	104	149	141	133	119	93	206	48	94	76	31	207	19	181
Conservative	203	105	98	11	21	31	34	43	63	55	66	46	31	180	*	2	5	*	158	1	27
	41%	42%	39%	37%	48%	43%	35%	41%	43%	39%	50%	38%	34%	87%	*	2%	7%	1%	76%	7%	15%
Labour	44	17	26	6	4	5	12	7	10	12	9	9	15	3	37	-	1	1	2	12	16
	9%	7%	11%	21%	9%	7%	12%	7%	6%	8%	6%	7%	16%	2%	78%	-	1%	3%	1%	62%	9%
Liberal Democrat	141	58	83	6	15	18	25	35	43	46	34	32	25	16	9	91	5	5	17	3	104
	28%	23%	34%	21%	34%	25%	26%	34%	29%	33%	26%	27%	27%	8%	19%	97%	7%	17%	8%	19%	58%
The UK Independence Party (UKIP)	74	47	27	3	3	8	18	14	28	19	15	22	17	7	-	-	64	*	30	1	15
	15%	19%	11%	10%	7%	12%	19%	13%	19%	13%	12%	19%	18%	3%	-	-	84%	*	15%	3%	8%
The Green Party	27	14	13	3	*	10	7	2	5	8	9	6	4	-	1	1	-	23	-	2	15
	6%	6%	5%	12%	*	14%	7%	2%	3%	6%	7%	5%	5%	-	3%	1%	-	76%	-	9%	8%
The British National Party (BNP)	1	1	-	-	1	-	*	-	-	*	-	-	1	-	-	-	1	*	-	-	-
	*	*	-	-	2%	-	*	-	-	*	-	-	1%	-	-	-	1%	1%	-	-	-
Some other party	6	5	1	-	1	-	2	3	*	1	-	4	-	-	-	-	-	1	-	-	4
	1%	2%	*	-	1%	-	2%	2%	*	1%	-	3%	-	-	-	-	-	2%	-	-	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	41%
Labour	9%
Liberal Democrat	29%
UKIP	14%
Other	6%

Somerton & Frome Poll

CATI Fieldwork : 19th-25th May 2014

Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Other	Con	Lab	LibDem
Unweighted base	1000	453	547	38	101	157	166	184	348	390	197	148	232	283	86	138	122	59	301	62	291
Weighted base	1000	490	510	80	109	159	189	189	268	235	264	264	205	286	80	138	131	57	292	35	305
I would not vote UKIP	618	287	330	58	60	106	103	122	165	161	182	134	123	214	72	116	-	46	185	26	216
	62%	59%	65%	73%	55%	67%	54%	65%	61%	68%	69%	51%	60%	75%	90%	84%	-	81%	63%	73%	71%
I would not vote Labour	569	295	274	29	56	95	104	116	166	131	151	156	115	228	-	76	96	25	236	3	144
	57%	60%	54%	36%	51%	60%	55%	61%	62%	56%	57%	59%	56%	80%	-	55%	74%	43%	81%	8%	47%
I would not vote Liberal Democrat	447	271	176	35	44	74	87	84	121	98	117	122	98	168	35	-	89	33	183	16	79
	45%	55%	35%	44%	40%	46%	46%	44%	45%	42%	44%	46%	48%	59%	44%	-	68%	58%	63%	45%	26%
I would not vote Conservative	395	203	192	35	36	72	80	72	96	84	91	116	90	-	57	86	80	47	23	24	177
	40%	41%	38%	44%	33%	45%	42%	38%	36%	36%	34%	44%	44%	-	71%	62%	61%	81%	8%	68%	58%
None of these - I would potentially vote for all of them	78	32	45	5	13	4	16	18	22	11	14	31	16	14	3	3	9	-	20	2	14
	8%	7%	9%	7%	12%	2%	8%	10%	8%	5%	5%	12%	8%	5%	4%	2%	7%	-	7%	4%	5%
Don't know	28	13	14	1	5	3	6	5	8	9	6	7	3	2	-	4	2	1	-	1	6
	3%	3%	3%	1%	4%	2%	3%	3%	3%	4%	2%	3%	2%	1%	-	3%	1%	2%	-	2%	2%

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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	453	547	38	101	157	166	184	348	390	197	148	232	283	86	138	122	59	301	62	291	
Weighted base	1000	490	510	80	109	159	189	189	268	235	264	264	205	286	80	138	131	57	292	35	305	
NET: Well	663	344	318	50	63	102	122	131	192	176	183	165	120	249	46	98	78	31	242	20	202	
	66%	70%	62%	63%	57%	64%	65%	69%	72%	75%	69%	63%	58%	87%	57%	71%	59%	54%	83%	58%	66%	
Very well	(4)	55	40	15	-	3	7	9	12	24	16	15	12	12	42	3	3	4	-	36	1	7
	6%	8%	3%	-	3%	5%	5%	6%	9%	7%	6%	5%	6%	15%	4%	2%	3%	-	12%	4%	2%	
Quite well	(3)	607	304	303	50	59	94	113	119	169	160	167	153	108	207	43	95	74	31	206	19	195
	61%	62%	59%	63%	54%	59%	60%	63%	63%	68%	63%	58%	53%	73%	54%	69%	57%	54%	71%	54%	64%	
Quite badly	(2)	261	108	153	21	36	47	50	53	51	44	69	80	59	34	27	33	43	19	45	11	84
	26%	22%	30%	27%	33%	30%	27%	28%	19%	19%	26%	30%	29%	12%	33%	24%	33%	33%	15%	30%	28%	
Very badly	(1)	38	22	16	2	8	7	8	3	9	7	3	12	14	1	3	4	8	2	1	3	8
	4%	5%	3%	3%	7%	4%	4%	2%	3%	3%	1%	5%	7%	*	4%	3%	6%	4%	*	8%	3%	
NET: Badly	299	131	168	23	44	54	59	56	60	51	71	92	73	34	30	36	51	21	45	13	92	
	30%	27%	33%	29%	40%	34%	31%	30%	22%	22%	27%	35%	36%	12%	37%	26%	39%	37%	16%	38%	30%	
Don't know	39	15	24	6	2	3	8	2	16	8	10	7	12	2	4	4	2	5	5	2	11	
	4%	3%	5%	8%	2%	2%	4%	1%	6%	4%	4%	2%	6%	1%	6%	3%	2%	8%	2%	4%	4%	
Mean	2.71	2.76	2.65	2.65	2.54	2.66	2.68	2.75	2.82	2.81	2.77	2.64	2.61	3.03	2.61	2.72	2.57	2.55	2.96	2.56	2.69	
Standard deviation	0.63	0.67	0.59	0.54	0.69	0.64	0.64	0.59	0.64	0.60	0.57	0.65	0.71	0.52	0.63	0.54	0.66	0.58	0.54	0.70	0.56	
Standard error	0.02	0.03	0.03	0.09	0.07	0.05	0.05	0.04	0.04	0.03	0.04	0.05	0.05	0.03	0.07	0.05	0.06	0.08	0.03	0.09	0.03	

Somerton & Frome 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	453	547	38	101	157	166	184	348	390	197	148	232	283	86	138	122	59	301	62	291	
Weighted base	1000	490	510	80	109	159	189	189	268	235	264	264	205	286	80	138	131	57	292	35	305	
NET: Well	696	361	335	58	74	100	125	135	200	185	194	187	111	255	42	102	82	36	245	20	210	
	70%	74%	66%	73%	68%	63%	66%	72%	75%	79%	73%	71%	54%	89%	53%	74%	63%	62%	84%	56%	69%	
Very well	(4)	59	42	18	3	7	13	8	7	22	18	12	20	10	38	1	3	8	*	28	2	10
		6%	9%	3%	4%	6%	8%	4%	4%	8%	8%	4%	7%	5%	13%	1%	2%	6%	1%	10%	7%	3%
Quite well	(3)	636	319	317	55	68	87	117	128	179	167	182	167	101	217	41	100	75	35	217	17	201
		64%	65%	62%	69%	62%	54%	62%	68%	67%	71%	69%	63%	49%	76%	52%	72%	57%	62%	74%	49%	66%
Quite badly	(2)	222	96	126	12	24	42	52	45	44	41	53	55	65	29	26	29	37	19	39	12	74
		22%	20%	25%	16%	22%	26%	27%	24%	16%	17%	20%	21%	32%	10%	32%	21%	28%	33%	13%	35%	24%
Very badly	(1)	46	21	25	2	10	15	9	3	8	4	11	14	16	2	6	4	8	1	3	3	12
		5%	4%	5%	3%	9%	9%	5%	2%	3%	2%	4%	5%	8%	1%	7%	3%	6%	2%	1%	7%	4%
NET: Badly		268	117	151	15	33	57	60	49	52	45	64	68	81	31	32	32	45	20	42	15	86
		27%	24%	30%	18%	30%	36%	32%	26%	19%	19%	24%	26%	39%	11%	40%	23%	35%	35%	14%	42%	28%
Don't know		36	12	24	7	2	3	4	5	16	4	7	9	14	-	6	4	3	1	5	1	9
		4%	2%	5%	9%	2%	2%	2%	3%	6%	2%	3%	3%	7%	-	7%	3%	2%	2%	2%	2%	3%
Mean	2.74	2.80	2.67	2.82	2.66	2.63	2.67	2.76	2.85	2.86	2.76	2.76	2.55	3.02	2.51	2.75	2.64	2.63	2.94	2.56	2.70	
Standard deviation	0.64	0.65	0.63	0.55	0.73	0.77	0.63	0.54	0.60	0.56	0.60	0.67	0.72	0.51	0.66	0.53	0.69	0.54	0.52	0.74	0.60	
Standard error	0.02	0.03	0.03	0.09	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	0.07	0.03	0.10	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	453	547	38	101	157	166	184	348	390	197	148	232	283	86	138	122	59	301	62	291
Weighted base	1000	490	510	80	109	159	189	189	268	235	264	264	205	286	80	138	131	57	292	35	305
I am satisfied with the job David Cameron is doing overall as Prime Minister	363 36%	191 39%	173 34%	26 33%	45 41%	59 37%	60 32%	66 35%	107 40%	92 39%	105 40%	90 34%	68 33%	203 71%	12 15%	47 34%	19 15%	6 10%	169 58%	10 30%	87 29%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	344 34%	153 31%	191 37%	32 40%	37 34%	57 36%	78 41%	61 33%	74 28%	79 33%	98 37%	94 36%	62 30%	77 27%	20 25%	46 33%	76 58%	16 28%	109 37%	9 25%	94 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.	169 17%	90 18%	79 16%	14 18%	17 16%	22 14%	31 16%	39 20%	45 17%	43 18%	32 12%	41 15%	47 23%	2 1%	41 51%	31 22%	21 16%	29 50%	5 2%	13 37%	86 28%
Refused	27 3%	12 3%	15 3%	- -	2 2%	5 3%	3 1%	5 2%	13 5%	8 3%	3 1%	10 4%	6 3%	2 1%	1 1%	3 2%	3 2%	1 2%	4 1%	* 1%	5 2%
Don't know	96 10%	44 9%	52 10%	7 9%	8 7%	16 10%	18 9%	18 9%	30 11%	14 6%	25 10%	29 11%	23 11%	1 *	6 7%	12 9%	11 8%	6 10%	5 2%	3 8%	33 11%

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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	453	547	38	101	157	166	184	348	390	197	148	232	283	86	138	122	59	301	62	291
Weighted base	1000	490	510	80	109	159	189	189	268	235	264	264	205	286	80	138	131	57	292	35	305
The Conservatives	472 47%	212 43%	260 51%	21 26%	33 30%	66 42%	94 50%	113 60%	143 53%	119 51%	133 50%	109 41%	99 48%	158 55%	33 41%	68 49%	55 43%	25 43%	164 56%	15 43%	167 55%
The UK Independence Party (UKIP)	460 46%	235 48%	225 44%	25 31%	35 32%	68 43%	86 46%	103 55%	140 52%	124 53%	119 45%	114 43%	95 46%	143 50%	30 38%	69 50%	61 46%	28 49%	147 50%	14 39%	167 55%
The Liberal Democrat	432 43%	218 45%	214 42%	17 22%	43 40%	49 31%	87 46%	104 55%	129 48%	117 50%	120 45%	99 38%	87 42%	112 39%	32 40%	78 57%	46 35%	33 58%	115 39%	10 28%	185 61%
Labour	284 28%	141 29%	144 28%	10 13%	24 22%	36 23%	56 30%	69 36%	89 33%	68 29%	71 27%	67 25%	74 36%	83 29%	23 29%	32 23%	34 26%	21 36%	84 29%	14 39%	107 35%
None of them	284 28%	158 32%	126 25%	39 50%	34 31%	51 32%	53 28%	40 21%	65 24%	51 22%	72 27%	88 33%	57 28%	71 25%	24 30%	31 23%	44 34%	16 28%	76 26%	11 31%	47 15%
Don't know	39 4%	11 2%	28 5%	3 3%	11 11%	4 3%	8 4%	6 3%	7 3%	8 4%	10 4%	13 5%	8 4%	17 6%	* *	7 5%	3 2%	- -	14 5%	1 3%	13 4%

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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	453	547	38	101	157	166	184	348	390	197	148	232	283	86	138	122	59	301	62	291
Weighted base	1000	490	510	80	109	159	189	189	268	235	264	264	205	286	80	138	131	57	292	35	305
A Conservative government	365 37%	197 40%	168 33%	28 35%	30 28%	51 32%	74 39%	70 37%	108 40%	86 36%	118 45%	93 35%	60 29%	235 82%	1 2%	11 8%	46 36%	3 6%	215 74%	2 7%	54 18%
A coalition between the Conservatives and the Liberal Democrats	194 19%	85 17%	109 21%	14 18%	27 25%	34 21%	31 16%	40 21%	48 18%	50 21%	50 19%	48 18%	41 20%	43 15%	4 5%	60 43%	25 19%	12 20%	45 15%	3 8%	83 27%
A Labour government	150 15%	87 18%	63 12%	22 28%	18 16%	18 11%	35 18%	22 11%	35 13%	31 13%	31 12%	42 16%	43 21%	1 *	50 63%	13 9%	20 15%	20 35%	3 1%	23 66%	59 19%
A coalition between Labour and the Liberal Democrats	142 14%	62 13%	80 16%	6 8%	15 14%	28 17%	23 12%	35 18%	34 13%	41 17%	32 12%	36 14%	28 14%	2 1%	20 25%	45 32%	17 13%	17 30%	10 4%	4 11%	82 27%
Don't know	149 15%	59 12%	89 18%	8 11%	19 17%	29 18%	26 14%	23 12%	43 16%	27 12%	33 12%	45 17%	33 16%	4 1%	5 6%	11 8%	21 16%	5 9%	19 6%	3 8%	28 9%

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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	453 45%	490 49%
Female	547 55%	510 51%

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Absolutes/col percents

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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	38 4%	80 8%
25-34	101 10%	109 11%
35-44	157 16%	159 16%
45-54	166 17%	189 19%
55-64	184 18%	189 19%
65 or older	348 35%	268 27%
Refused	6 1%	6 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	137 14%	85 8%
B	253 25%	150 15%
C1	197 20%	264 26%
C2	148 15%	264 26%
D	91 9%	89 9%
E	141 14%	117 12%
Refused	33 3%	32 3%

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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	301 30%	292 29%
Labour	62 6%	35 4%
Liberal Democrats	291 29%	305 31%
Another party	40 4%	27 3%
Did not vote	203 20%	248 25%
Refused	54 5%	47 5%
Don't know	49 5%	46 5%