

Watford Poll

CATI Fieldwork : 29th May-6th 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	1001	441	560	80	133	156	194	159	277	389	220	135	206	212	215	89	142	40	241	191	177	
Weighted base	1001	490	511	110	210	200	180	130	170	256	323	190	181	197	213	96	145	44	211	166	188	
Certain to vote	(10)	528	272	257	30	89	103	94	94	118	156	168	92	89	137	117	59	92	23	153	108	118
		53%	55%	50%	27%	42%	51%	52%	73%	69%	61%	52%	49%	50%	69%	55%	62%	63%	52%	72%	65%	63%
	(9)	83	37	45	6	22	16	23	5	12	20	28	18	11	12	22	6	9	7	12	17	18
		8%	8%	9%	5%	10%	8%	13%	4%	7%	8%	9%	10%	6%	6%	10%	6%	6%	15%	6%	11%	10%
	(8)	87	40	48	7	18	25	16	12	9	21	22	21	21	16	30	7	15	3	16	25	16
		9%	8%	9%	6%	9%	12%	9%	9%	5%	8%	7%	11%	12%	8%	14%	7%	10%	7%	8%	15%	8%
	(7)	44	22	23	6	15	11	5	1	8	12	11	3	12	8	10	9	4	3	10	3	8
		4%	4%	4%	5%	7%	6%	3%	*	4%	5%	4%	2%	7%	4%	5%	10%	3%	8%	5%	2%	4%
	(6)	31	13	18	7	8	7	7	1	1	3	15	4	6	9	3	8	3	*	4	-	6
		3%	3%	3%	6%	4%	4%	4%	1%	1%	1%	5%	2%	3%	4%	1%	8%	2%	1%	2%	-	3%
	(5)	60	23	36	15	9	7	13	7	8	17	16	11	11	10	8	6	8	5	5	4	13
		6%	5%	7%	14%	5%	4%	7%	5%	5%	7%	5%	6%	6%	5%	4%	6%	6%	11%	2%	2%	7%
	(4)	20	9	11	4	9	3	2	-	2	4	10	3	2	2	7	-	2	2	1	4	1
		2%	2%	2%	3%	4%	2%	1%	-	1%	1%	3%	2%	1%	1%	3%	-	1%	4%	1%	2%	*
	(3)	23	11	13	6	6	6	3	2	1	7	9	2	5	1	7	1	3	1	1	1	3
		2%	2%	3%	5%	3%	3%	2%	1%	1%	3%	3%	1%	3%	*	3%	2%	2%	3%	*	1%	1%
	(2)	27	15	11	7	9	4	3	2	1	1	12	12	2	3	8	-	9	-	3	3	1
		3%	3%	2%	7%	4%	2%	2%	1%	1%	*	4%	6%	1%	1%	4%	-	6%	-	1%	2%	1%
Definitely would not vote	(1)	94	49	45	21	25	17	13	7	10	15	29	23	22	-	-	-	-	-	5	2	3
		9%	10%	9%	19%	12%	9%	7%	6%	6%	6%	9%	12%	12%	-	-	-	-	-	3%	1%	1%
Don't know		4	-	4	2	-	-	1	-	1	1	3	-	-	-	-	-	-	-	1	-	1
		*	-	1%	1%	-	-	1%	-	1%	*	1%	-	-	-	-	-	-	-	*	-	*
Mean		7.84	7.88	7.80	5.81	7.25	7.92	8.11	8.78	8.74	8.40	7.74	7.49	7.64	9.02	8.48	8.79	8.56	8.50	9.05	9.02	8.81
Standard deviation		3.06	3.11	3.01	3.46	3.28	2.95	2.80	2.53	2.51	2.65	3.12	3.34	3.15	1.80	2.31	1.81	2.42	2.10	2.04	1.90	2.06
Standard error		0.10	0.15	0.13	0.39	0.28	0.24	0.20	0.20	0.15	0.13	0.21	0.29	0.22	0.12	0.16	0.19	0.20	0.33	0.13	0.14	0.16

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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	1001	441	560	80	133	156	194	159	277	389	220	135	206	212	215	89	142	40	241	191	177
Weighted base	1001	490	511	110	210	200	180	130	170	256	323	190	181	197	213	96	145	44	211	166	188
Conservative	197	110	87	10	43	42	39	21	44	68	69	31	24	197	-	-	-	-	125	6	26
	20%	23%	17%	9%	20%	21%	22%	16%	26%	27%	21%	16%	14%	100%	-	-	-	-	59%	4%	14%
Labour	213	105	108	29	42	46	30	33	32	48	65	51	41	-	213	-	-	-	5	105	39
	21%	21%	21%	27%	20%	23%	17%	26%	19%	19%	20%	27%	23%	-	100%	-	-	-	2%	63%	21%
Liberal Democrat	96	39	57	16	22	14	18	11	15	24	35	11	22	-	-	96	-	-	4	10	55
	10%	8%	11%	14%	10%	7%	10%	9%	9%	9%	11%	6%	12%	-	-	100%	-	-	2%	6%	29%
The UK Independence Party (UKIP)	145	88	57	12	28	26	24	23	32	30	43	37	32	-	-	-	145	-	30	20	24
	15%	18%	11%	11%	13%	13%	13%	18%	19%	12%	13%	19%	18%	-	-	-	100%	-	14%	12%	13%
The Green Party	37	17	20	6	6	10	7	5	3	14	14	7	1	-	-	-	-	37	3	2	13
	4%	3%	4%	5%	3%	5%	4%	4%	2%	6%	4%	4%	1%	-	-	-	-	84%	2%	1%	7%
The British National Party (BNP)	3	3	-	3	-	-	-	-	-	-	-	-	1	-	-	-	-	3	-	-	-
	*	1%	-	3%	-	-	-	-	-	-	-	-	1%	-	-	-	-	7%	-	-	-
Some other party	4	-	4	-	2	2	-	-	1	-	4	-	1	-	-	-	-	4	-	2	-
	*	-	1%	-	1%	1%	-	-	*	-	1%	-	*	-	-	-	-	9%	-	1%	-
Would not vote	94	49	45	21	25	17	13	7	10	15	29	23	22	-	-	-	-	-	5	2	3
	9%	10%	9%	19%	12%	9%	7%	6%	6%	6%	9%	12%	12%	-	-	-	-	-	3%	1%	1%
Refused	72	32	40	-	11	14	21	5	19	17	23	7	13	-	-	-	-	-	9	5	5
	7%	6%	8%	-	5%	7%	12%	4%	11%	6%	7%	4%	7%	-	-	-	-	-	4%	3%	3%
Don't know	139	48	91	13	31	29	28	25	14	41	42	23	22	-	-	-	-	-	28	14	23
	14%	10%	18%	12%	15%	14%	16%	19%	8%	16%	13%	12%	12%	-	-	-	-	-	13%	9%	12%

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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	522	248	274	29	61	79	95	89	169	219	114	71	104	166	158	65	104	29	159	136	112
Weighted base	500	264	236	39	96	99	89	74	103	142	160	100	86	150	149	69	103	30	135	116	119
Conservative	150	84	65	6	29	31	30	16	38	52	52	25	16	150	-	-	-	-	102	5	20
	30%	32%	28%	16%	30%	31%	34%	22%	37%	37%	33%	25%	19%	100%	-	-	-	-	76%	5%	17%
Labour	149	77	72	14	27	32	24	27	26	37	44	34	30	-	149	-	-	-	3	83	31
	30%	29%	30%	35%	28%	32%	27%	36%	25%	26%	27%	34%	35%	-	100%	-	-	-	3%	72%	26%
Liberal Democrat	69	29	40	9	15	12	12	9	12	20	25	8	14	-	-	69	-	-	3	8	41
	14%	11%	17%	23%	16%	12%	14%	12%	11%	14%	16%	8%	16%	-	-	100%	-	-	2%	7%	34%
The UK Independence Party (UKIP)	103	60	43	6	19	17	18	18	25	21	29	26	23	-	-	-	103	-	25	16	20
	21%	23%	18%	16%	20%	17%	20%	24%	24%	15%	18%	26%	27%	-	-	-	100%	-	19%	13%	17%
The Green Party	24	11	13	2	5	7	5	4	2	11	7	5	1	-	-	-	-	24	2	2	7
	5%	4%	6%	5%	5%	7%	5%	6%	2%	8%	4%	6%	1%	-	-	-	-	81%	1%	2%	6%
The British National Party (BNP)	2	2	-	2	-	-	-	-	-	-	-	-	1	-	-	-	-	2	-	-	-
	*	1%	-	6%	-	-	-	-	-	-	-	-	1%	-	-	-	-	7%	-	-	-
Some other party	4	-	4	-	2	1	-	-	*	-	3	-	*	-	-	-	-	4	-	1	-
	1%	-	1%	-	2%	1%	-	-	*	-	2%	-	1%	-	-	-	-	12%	-	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	31%
Labour	29%
Liberal Democrat	14%
UKIP	20%
Other	6%

Watford Poll

CATI Fieldwork : 29th May-6th June 2014

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	1001	441	560	80	133	156	194	159	277	389	220	135	206	212	215	89	142	40	241	191	177
Weighted base	1001	490	511	110	210	200	180	130	170	256	323	190	181	197	213	96	145	44	211	166	188
Conservative	192 19%	108 22%	85 17%	11 10%	37 18%	39 20%	37 21%	23 18%	43 25%	66 26%	66 20%	32 17%	19 11%	151 77%	9 4%	5 6%	8 5%	2 3%	121 57%	7 4%	23 12%
Labour	185 18%	98 20%	87 17%	21 19%	37 18%	44 22%	23 13%	30 23%	31 18%	46 18%	52 16%	39 20%	44 24%	2 1%	156 73%	5 6%	9 6%	2 5%	6 3%	106 64%	22 12%
Liberal Democrat	183 18%	74 15%	110 21%	22 20%	40 19%	35 18%	36 20%	22 17%	28 16%	52 20%	60 19%	32 17%	30 16%	26 13%	31 14%	84 87%	12 8%	5 10%	23 11%	15 9%	90 48%
The UK Independence Party (UKIP)	124 12%	77 16%	46 9%	10 9%	24 11%	20 10%	25 14%	20 15%	25 15%	23 9%	37 12%	32 17%	29 16%	3 2%	5 3%	-	107 74%	3 7%	22 10%	17 10%	16 9%
The Green Party	44 4%	16 3%	29 6%	6 5%	13 6%	9 4%	7 4%	4 3%	6 4%	11 4%	20 6%	8 4%	5 3%	5 3%	5 3%	1 1%	1 *	28 64%	7 3%	6 4%	15 8%
The British National Party (BNP)	1 *	1 *	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-	1 3%	-	-	-
Some other party	2 *	1 *	1 *	-	-	-	1 1%	-	1 1%	2 1%	-	-	1 *	1 *	-	-	1 *	1 1%	1 *	-	-
Would not vote	94 9%	49 10%	45 9%	21 19%	25 12%	17 9%	13 7%	7 6%	10 6%	15 6%	29 9%	23 12%	22 12%	-	-	-	-	-	5 3%	2 1%	3 1%
Refused	48 5%	22 4%	27 5%	-	7 3%	8 4%	13 7%	4 3%	14 8%	10 4%	18 5%	3 2%	7 4%	-	-	-	-	-	1 *	3 2%	1 1%
Don't know	127 13%	45 9%	82 16%	17 15%	26 13%	28 14%	25 14%	20 15%	12 7%	31 12%	41 13%	21 11%	24 13%	9 5%	7 3%	-	9 6%	3 6%	26 12%	12 7%	17 9%

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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	551	256	294	28	65	83	103	96	174	234	117	74	109	159	153	65	99	27	170	139	117
Weighted base	524	271	253	37	103	103	96	78	106	152	164	103	89	144	144	69	97	28	143	119	124
Conservative	149	82	67	7	26	30	30	19	37	51	51	28	14	117	5	5	7	1	100	6	18
	28%	30%	27%	18%	25%	29%	31%	25%	35%	34%	31%	27%	16%	82%	4%	7%	7%	5%	70%	5%	14%
Labour	129	73	56	12	23	29	18	24	24	35	34	27	31	1	111	4	7	2	3	82	19
	25%	27%	22%	32%	22%	28%	18%	31%	22%	23%	21%	26%	34%	1%	77%	5%	7%	7%	2%	69%	15%
Liberal Democrat	127	52	76	11	28	27	25	15	21	40	42	21	19	19	20	59	8	4	17	13	67
	24%	19%	30%	28%	27%	26%	27%	20%	20%	26%	26%	20%	21%	13%	14%	86%	8%	14%	12%	11%	54%
The UK Independence Party (UKIP)	86	52	34	5	16	11	18	16	19	16	25	22	21	2	4	-	75	2	18	14	12
	16%	19%	13%	14%	16%	11%	19%	20%	18%	11%	16%	21%	23%	2%	3%	-	77%	8%	13%	12%	10%
The Green Party	29	10	19	2	10	5	4	3	4	8	11	6	4	4	4	1	*	17	5	5	9
	6%	4%	8%	4%	10%	5%	4%	4%	4%	5%	7%	6%	4%	3%	3%	2%	*	60%	3%	4%	7%
The British National Party (BNP)	1	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	-
	*	*	-	3%	-	-	-	-	-	-	-	-	-	-	-	-	-	5%	-	-	-
Some other party	2	1	1	-	-	-	1	-	1	1	-	-	*	*	-	-	1	*	*	-	-
	*	*	*	-	-	-	1%	-	1%	1%	-	-	1%	*	-	-	1%	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	29%
Labour	25%
Liberal Democrat	24%
UKIP	16%
Other	6%

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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	1001	441	560	80	133	156	194	159	277	389	220	135	206	212	215	89	142	40	241	191	177
Weighted base	1001	490	511	110	210	200	180	130	170	256	323	190	181	197	213	96	145	44	211	166	188
I would not vote UKIP	552	257	295	68	117	103	99	72	92	163	187	77	101	135	160	79	-	36	109	110	132
	55%	52%	58%	62%	56%	52%	55%	56%	54%	64%	58%	41%	56%	68%	75%	82%	-	81%	52%	66%	70%
I would not vote Liberal Democrat	479	259	221	50	95	90	87	65	92	108	162	92	101	105	116	-	114	23	121	100	53
	48%	53%	43%	46%	45%	45%	48%	50%	54%	42%	50%	48%	56%	53%	55%	-	78%	52%	58%	60%	28%
I would not vote Labour	453	241	212	36	96	87	88	56	91	118	156	83	82	156	-	49	107	27	161	13	92
	45%	49%	42%	32%	46%	44%	49%	43%	53%	46%	48%	44%	45%	79%	-	51%	74%	60%	76%	8%	49%
I would not vote Conservative	448	224	224	58	91	90	79	63	67	106	142	87	98	-	154	51	89	34	15	117	104
	45%	46%	44%	52%	44%	45%	44%	49%	40%	41%	44%	46%	54%	-	72%	53%	61%	78%	7%	71%	55%
None of these - I would potentially vote for all of them	112	52	60	20	27	22	18	9	16	26	28	32	15	6	19	6	10	1	16	15	8
	11%	11%	12%	19%	13%	11%	10%	7%	10%	10%	9%	17%	8%	3%	9%	6%	7%	2%	8%	9%	4%
Don't know	24	14	9	-	8	4	5	1	4	2	9	1	5	-	-	1	1	-	-	-	-
	2%	3%	2%	-	4%	2%	3%	1%	3%	1%	3%	1%	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	1001	441	560	80	133	156	194	159	277	389	220	135	206	212	215	89	142	40	241	191	177	
Weighted base	1001	490	511	110	210	200	180	130	170	256	323	190	181	197	213	96	145	44	211	166	188	
NET: Well	649	345	304	59	141	133	123	79	113	181	222	112	103	176	134	72	75	27	168	100	131	
	65%	70%	60%	54%	67%	67%	68%	61%	66%	70%	69%	59%	57%	89%	63%	75%	52%	61%	80%	60%	70%	
Very well	(4)	48	36	11	5	10	3	10	8	11	10	19	10	6	17	8	5	8	-	14	11	4
		5%	7%	2%	5%	5%	2%	5%	6%	6%	4%	6%	5%	3%	9%	4%	5%	5%	-	7%	7%	2%
Quite well	(3)	602	309	293	54	130	130	113	71	102	171	203	102	97	158	126	67	68	27	154	88	127
		60%	63%	57%	49%	62%	65%	63%	55%	60%	67%	63%	54%	54%	80%	59%	70%	47%	61%	73%	53%	68%
Quite badly	(2)	258	101	156	34	54	49	52	34	34	63	72	59	53	18	64	22	51	10	33	51	48
		26%	21%	31%	31%	26%	24%	29%	26%	20%	25%	22%	31%	29%	9%	30%	23%	35%	23%	16%	31%	26%
Very badly	(1)	57	28	29	15	9	12	1	11	9	4	21	12	17	2	10	1	17	3	3	12	3
		6%	6%	6%	14%	4%	6%	1%	9%	5%	2%	6%	6%	9%	1%	4%	1%	11%	8%	1%	7%	2%
NET: Badly		315	130	185	49	63	61	53	45	43	67	93	71	69	20	73	23	68	14	36	63	51
		31%	26%	36%	45%	30%	30%	29%	35%	26%	26%	29%	37%	38%	10%	34%	24%	46%	31%	17%	38%	27%
Don't know		37	16	21	2	6	6	4	5	14	9	8	7	9	2	5	1	2	4	7	4	5
		4%	3%	4%	1%	3%	3%	2%	4%	8%	3%	3%	4%	5%	1%	2%	1%	2%	8%	3%	2%	3%
Mean		2.66	2.74	2.58	2.45	2.70	2.64	2.75	2.61	2.73	2.75	2.70	2.60	2.53	2.97	2.64	2.81	2.46	2.58	2.88	2.61	2.73
Standard deviation		0.66	0.68	0.64	0.79	0.64	0.62	0.56	0.74	0.67	0.55	0.68	0.70	0.71	0.48	0.63	0.53	0.77	0.65	0.52	0.73	0.53
Standard error		0.02	0.03	0.03	0.09	0.06	0.05	0.04	0.06	0.04	0.03	0.05	0.06	0.05	0.03	0.04	0.06	0.07	0.11	0.03	0.05	0.04

Watford Poll

CATI Fieldwork : 29th May-6th June 2014

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	1001	441	560	80	133	156	194	159	277	389	220	135	206	212	215	89	142	40	241	191	177	
Weighted base	1001	490	511	110	210	200	180	130	170	256	323	190	181	197	213	96	145	44	211	166	188	
NET: Well	682	359	322	69	152	130	130	80	121	197	223	116	110	173	134	78	83	30	163	103	142	
	68%	73%	63%	62%	72%	65%	72%	62%	71%	77%	69%	61%	61%	88%	63%	81%	57%	68%	77%	62%	76%	
Very well	(4)	52	35	17	4	10	10	9	5	14	14	18	6	10	14	8	7	6	-	15	12	7
		5%	7%	3%	4%	5%	5%	5%	4%	8%	5%	6%	3%	5%	7%	4%	7%	4%	-	7%	7%	4%
Quite well	(3)	629	324	305	64	141	120	121	75	107	183	205	110	100	159	125	71	77	30	148	91	136
		63%	66%	60%	58%	67%	60%	67%	58%	63%	71%	63%	58%	55%	81%	59%	74%	53%	68%	70%	55%	72%
Quite badly	(2)	243	100	143	32	46	59	45	35	27	49	86	56	46	19	67	18	50	10	36	49	38
		24%	20%	28%	29%	22%	29%	25%	27%	16%	19%	27%	29%	25%	10%	31%	18%	35%	22%	17%	30%	20%
Very badly	(1)	51	25	26	9	12	6	6	12	7	6	11	16	14	2	10	-	7	4	5	11	2
		5%	5%	5%	8%	6%	3%	3%	10%	4%	2%	3%	9%	8%	1%	4%	-	5%	8%	2%	7%	1%
NET: Badly		294	125	169	41	57	64	50	47	34	55	96	72	60	21	76	18	57	13	41	60	41
		29%	26%	33%	37%	27%	32%	28%	36%	20%	21%	30%	38%	33%	11%	36%	18%	39%	30%	20%	36%	22%
Don't know		25	6	20	1	1	6	-	3	15	5	4	2	11	3	3	1	5	1	7	3	5
		3%	1%	4%	1%	*	3%	-	2%	9%	2%	1%	1%	6%	2%	1%	1%	4%	2%	3%	2%	2%
Mean	2.70	2.76	2.64	2.59	2.72	2.69	2.74	2.57	2.82	2.82	2.72	2.56	2.62	2.95	2.63	2.89	2.59	2.61	2.84	2.64	2.80	
Standard deviation	0.65	0.66	0.64	0.69	0.64	0.61	0.59	0.73	0.64	0.56	0.62	0.70	0.72	0.46	0.64	0.49	0.66	0.64	0.57	0.72	0.51	
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.04	0.06	0.04	0.03	0.04	0.06	0.05	0.03	0.04	0.05	0.06	0.10	0.04	0.05	0.04	

Watford 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	1001	441	560	80	133	156	194	159	277	389	220	135	206	212	215	89	142	40	241	191	177
Weighted base	1001	490	511	110	210	200	180	130	170	256	323	190	181	197	213	96	145	44	211	166	188
I am satisfied with the job David Cameron is doing overall as Prime Minister	335 33%	164 34%	170 33%	31 28%	85 41%	72 36%	50 28%	35 27%	60 35%	89 35%	106 33%	68 36%	47 26%	126 64%	38 18%	33 34%	38 26%	7 15%	115 55%	27 16%	57 30%
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	314 31%	164 33%	150 29%	44 40%	61 29%	57 29%	66 37%	41 32%	44 26%	85 33%	112 35%	59 31%	48 27%	69 35%	42 20%	36 38%	60 41%	19 43%	80 38%	29 17%	65 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.	231 23%	111 23%	119 23%	27 24%	45 22%	43 22%	40 22%	36 28%	39 23%	53 21%	73 22%	43 23%	57 31%	- -	122 57%	20 21%	24 17%	15 33%	6 3%	95 57%	47 25%
Refused	28 3%	17 3%	11 2%	2 2%	- -	5 2%	10 5%	2 1%	9 6%	4 1%	9 3%	5 3%	7 4%	* *	3 1%	2 2%	1 *	- -	1 1%	2 1%	4 2%
Don't know	94 9%	34 7%	60 12%	7 6%	18 9%	23 11%	13 7%	16 12%	18 11%	25 10%	24 8%	14 8%	21 12%	2 1%	9 4%	5 5%	22 15%	4 8%	8 4%	14 9%	14 8%

Watford 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	1001	441	560	80	133	156	194	159	277	389	220	135	206	212	215	89	142	40	241	191	177
Weighted base	1001	490	511	110	210	200	180	130	170	256	323	190	181	197	213	96	145	44	211	166	188
The Liberal Democrat	603	277	326	41	106	125	118	98	113	180	209	101	92	138	122	73	73	35	160	86	148
	60%	57%	64%	38%	51%	62%	66%	75%	67%	70%	65%	53%	51%	70%	57%	76%	50%	80%	76%	52%	79%
The Conservatives	476	205	271	33	84	108	84	84	83	139	159	88	74	115	98	45	58	29	135	73	112
	48%	42%	53%	30%	40%	54%	47%	65%	49%	54%	49%	46%	41%	58%	46%	47%	40%	65%	64%	44%	60%
Labour	404	189	215	35	71	90	82	61	64	109	122	79	82	62	111	36	51	28	86	84	77
	40%	39%	42%	31%	34%	45%	46%	47%	37%	42%	38%	41%	45%	31%	52%	38%	35%	62%	41%	51%	41%
The UK Independence Party (UKIP)	382	184	198	33	67	84	65	64	68	111	138	63	57	82	68	45	60	21	101	53	94
	38%	38%	39%	30%	32%	42%	36%	50%	40%	43%	43%	33%	31%	42%	32%	46%	41%	48%	48%	32%	50%
None of them	235	140	95	42	59	38	39	18	38	50	67	45	52	40	43	16	44	4	21	39	28
	23%	29%	19%	39%	28%	19%	22%	14%	23%	20%	21%	24%	29%	20%	20%	16%	30%	10%	10%	24%	15%
Don't know	16	2	14	3	3	5	3	*	2	2	4	5	2	1	2	-	1	-	3	-	1
	2%	*	3%	3%	2%	2%	2%	*	1%	1%	1%	2%	1%	*	1%	-	1%	-	1%	-	*

Watford 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	1001	441	560	80	133	156	194	159	277	389	220	135	206	212	215	89	142	40	241	191	177
Weighted base	1001	490	511	110	210	200	180	130	170	256	323	190	181	197	213	96	145	44	211	166	188
A Conservative government	274 27%	143 29%	132 26%	15 14%	51 24%	58 29%	57 32%	36 27%	56 33%	89 35%	91 28%	52 28%	33 18%	158 80%	4 2%	8 9%	49 34%	4 9%	151 72%	8 5%	40 21%
A Labour government	268 27%	134 27%	134 26%	31 29%	58 28%	55 27%	48 27%	37 28%	40 23%	54 21%	88 27%	65 34%	56 31%	5 2%	162 76%	11 11%	28 19%	14 31%	7 3%	111 67%	39 21%
A coalition between the Conservatives and the Liberal Democrats	138 14%	73 15%	65 13%	18 16%	36 17%	26 13%	18 10%	20 15%	19 11%	36 14%	48 15%	22 12%	25 14%	29 15%	7 3%	43 45%	18 12%	7 16%	32 15%	12 7%	43 23%
A coalition between Labour and the Liberal Democrats	128 13%	65 13%	64 12%	24 22%	24 11%	25 12%	25 14%	16 13%	15 9%	36 14%	47 15%	19 10%	25 14%	2 1%	39 18%	30 31%	25 17%	9 19%	3 1%	24 14%	39 21%
Don't know	192 19%	76 15%	116 23%	22 20%	41 20%	37 18%	31 17%	21 16%	40 24%	42 16%	50 15%	32 17%	42 24%	3 1%	1 *	4 4%	26 18%	11 24%	17 8%	11 7%	26 14%

Watford Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	441 44%	490 49%
Female	560 56%	511 51%

Watford 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	1001	1001
Weighted base	1001	1001
18-24	80 8%	110 11%
25-34	133 13%	210 21%
35-44	156 16%	200 20%
45-54	194 19%	180 18%
55-64	159 16%	130 13%
65 or older	277 28%	170 17%
Refused	2 *	2 *

Watford Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	126 13%	80 8%
B	263 26%	176 18%
C1	220 22%	323 32%
C2	135 13%	190 19%
D	78 8%	83 8%
E	128 13%	98 10%
Refused	51 5%	51 5%

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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	1001	1001
Weighted base	1001	1001
Conservative	241 24%	211 21%
Labour	191 19%	166 17%
Liberal Democrats	177 18%	188 19%
Another party	29 3%	35 4%
Did not vote	247 25%	295 29%
Refused	61 6%	50 5%
Don't know	55 5%	55 6%