

## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 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	450	550	45	102	158	183	187	323	274	203	164	320	218	259	24	153	34	244	250	71	
Weighted base	1000	490	510	100	140	180	180	170	230	155	252	252	301	209	246	24	171	39	221	221	80	
Certain to vote	(10)	504	259	244	28	48	89	101	97	139	88	143	116	141	142	149	10	95	20	163	161	45
		50%	53%	48%	28%	35%	49%	56%	57%	61%	57%	57%	46%	47%	68%	61%	42%	55%	52%	74%	73%	56%
	(9)	51	23	29	1	6	6	8	16	14	12	13	15	9	16	10	5	9	1	13	12	5
		5%	5%	6%	1%	4%	3%	4%	9%	6%	8%	5%	6%	3%	8%	4%	22%	5%	3%	6%	6%	6%
	(8)	89	45	44	20	13	13	11	11	20	13	25	26	26	21	22	2	28	1	20	16	5
		9%	9%	9%	20%	9%	7%	6%	7%	9%	8%	10%	10%	8%	10%	9%	10%	16%	2%	9%	7%	7%
	(7)	47	28	19	5	7	11	8	9	6	7	13	11	14	7	16	2	6	1	7	9	6
		5%	6%	4%	5%	5%	6%	4%	5%	3%	4%	5%	4%	5%	3%	7%	10%	4%	2%	3%	4%	8%
	(6)	31	17	14	7	6	3	6	5	3	5	7	9	9	4	10	2	8	3	2	3	1
		3%	4%	3%	7%	4%	2%	3%	3%	1%	3%	3%	4%	3%	2%	4%	9%	4%	9%	1%	1%	1%
	(5)	77	25	52	13	13	16	17	6	13	12	18	18	28	13	20	1	11	5	7	8	10
		8%	5%	10%	13%	9%	9%	9%	4%	6%	8%	7%	7%	9%	6%	8%	3%	6%	14%	3%	4%	12%
	(4)	24	9	15	2	5	5	2	3	6	1	5	8	10	3	6	1	5	2	4	5	-
		2%	2%	3%	3%	4%	3%	1%	2%	3%	1%	2%	3%	3%	1%	2%	5%	3%	5%	2%	2%	-
	(3)	32	22	10	6	6	8	5	4	3	6	5	13	5	2	8	-	8	4	2	2	3
		3%	5%	2%	6%	5%	5%	3%	2%	1%	4%	2%	5%	2%	1%	3%	-	5%	9%	1%	1%	3%
	(2)	18	9	8	3	3	6	4	*	2	3	2	5	7	1	5	-	1	1	*	-	-
		2%	2%	2%	3%	2%	3%	2%	*	1%	2%	1%	2%	2%	1%	2%	-	1%	3%	*	-	-
Definitely would not vote	(1)	124	51	73	13	32	22	18	17	21	9	21	32	51	-	-	-	-	-	2	5	5
		12%	10%	14%	13%	23%	12%	10%	10%	9%	6%	8%	13%	17%	-	-	-	-	-	1%	2%	6%
Refused		1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		1	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	-	-
Mean		7.48	7.68	7.30	6.50	6.23	7.26	7.74	8.10	8.19	8.15	8.07	7.24	7.04	9.03	8.48	8.50	8.44	7.58	9.19	9.06	8.13
Standard deviation		3.26	3.16	3.34	3.15	3.62	3.35	3.16	2.97	2.95	2.77	2.87	3.32	3.49	1.77	2.27	1.80	2.20	2.85	1.72	1.98	2.72
Standard error		0.10	0.15	0.14	0.47	0.36	0.27	0.23	0.22	0.17	0.17	0.20	0.26	0.20	0.12	0.14	0.37	0.18	0.49	0.11	0.13	0.32

## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 2014

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	450	550	45	102	158	183	187	323	274	203	164	320	218	259	24	153	34	244	250	71
Weighted base	1000	490	510	100	140	180	180	170	230	155	252	252	301	209	246	24	171	39	221	221	80
Conservative	209	118	91	20	18	35	36	40	60	43	74	47	40	209	-	-	-	-	141	13	9
	21%	24%	18%	20%	13%	19%	20%	24%	26%	28%	29%	19%	13%	100%	-	-	-	-	64%	6%	11%
Labour	246	121	125	33	37	46	36	36	57	44	64	51	82	-	246	-	-	-	7	145	21
	25%	25%	25%	33%	27%	26%	20%	21%	25%	28%	25%	20%	27%	-	100%	-	-	-	3%	65%	26%
Liberal Democrat	24	6	18	-	6	6	2	4	6	4	10	2	8	-	-	24	-	-	3	3	9
	2%	1%	3%	-	4%	4%	1%	2%	2%	2%	4%	1%	3%	-	-	100%	-	-	1%	1%	11%
The UK Independence Party (UKIP)	171	107	64	26	11	30	41	32	32	17	29	61	58	-	-	-	171	-	42	30	12
	17%	22%	13%	26%	8%	16%	23%	19%	14%	11%	12%	24%	19%	-	-	-	100%	-	19%	13%	15%
The Green Party	20	11	9	2	8	3	5	1	*	5	3	6	5	-	-	-	-	20	-	4	8
	2%	2%	2%	2%	6%	2%	3%	1%	*	3%	1%	2%	2%	-	-	-	-	51%	-	2%	10%
The British National Party (BNP)	16	11	4	-	4	4	7	*	1	3	2	5	4	-	-	-	-	16	-	1	-
	2%	2%	1%	-	3%	2%	4%	*	*	2%	1%	2%	1%	-	-	-	-	41%	-	*	-
Some other party	3	2	1	-	-	-	1	1	*	*	1	1	-	-	-	-	-	3	-	*	-
	*	*	*	-	-	-	1%	1%	*	*	1%	1%	-	-	-	-	-	8%	-	*	-
Would not vote	124	51	73	13	32	22	18	17	21	9	21	32	51	-	-	-	-	-	2	5	5
	12%	10%	14%	13%	23%	12%	10%	10%	9%	6%	8%	13%	17%	-	-	-	-	-	1%	2%	6%
Refused	76	33	43	1	3	10	15	14	31	14	15	22	17	-	-	-	-	-	6	8	1
	8%	7%	8%	1%	2%	6%	8%	8%	14%	9%	6%	9%	6%	-	-	-	-	-	3%	4%	2%
Don't know	110	29	81	5	19	24	18	24	21	16	32	24	36	-	-	-	-	-	20	14	16
	11%	6%	16%	5%	14%	13%	10%	14%	9%	11%	13%	10%	12%	-	-	-	-	-	9%	6%	20%

## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 2014

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	498	252	245	20	42	73	93	101	169	151	108	79	150	168	188	16	105	20	169	179	39
Weighted base	482	264	218	45	53	84	91	90	120	85	134	116	138	159	168	16	116	22	154	157	43
Conservative	159	92	67	12	15	27	27	32	47	34	58	36	28	159	-	-	-	-	114	11	7
	33%	35%	31%	26%	29%	33%	29%	35%	39%	40%	43%	31%	20%	100%	-	-	-	-	74%	7%	16%
Labour	168	80	89	14	22	34	26	29	43	32	41	31	62	-	168	-	-	-	6	118	12
	35%	30%	41%	32%	41%	40%	29%	32%	36%	38%	31%	27%	45%	-	100%	-	-	-	4%	75%	28%
Liberal Democrat	16	5	11	-	5	3	2	3	4	2	8	1	4	-	-	16	-	-	2	2	7
	3%	2%	5%	-	9%	4%	2%	3%	3%	3%	6%	1%	3%	-	-	100%	-	-	1%	2%	17%
The UK Independence Party (UKIP)	116	75	42	17	4	17	29	25	24	11	22	43	39	-	-	-	116	-	33	22	10
	24%	28%	19%	37%	8%	20%	33%	28%	20%	13%	17%	37%	28%	-	-	-	100%	-	21%	14%	23%
The Green Party	14	7	7	2	6	2	4	*	*	4	3	3	3	-	-	-	-	14	-	3	7
	3%	3%	3%	4%	11%	2%	4%	*	*	5%	2%	3%	2%	-	-	-	-	64%	-	2%	16%
The British National Party (BNP)	6	4	2	-	2	*	3	*	1	1	*	2	2	-	-	-	-	6	-	*	-
	1%	1%	1%	-	3%	*	3%	*	1%	1%	*	1%	1%	-	-	-	-	27%	-	*	-
Some other party	2	2	*	-	-	-	*	1	*	*	1	*	-	-	-	-	-	2	-	*	-
	*	1%	*	-	-	-	*	1%	*	*	1%	*	-	-	-	-	-	9%	-	*	-

**Amber Valley Poll**  
**CATI Fieldwork : 3rd-12th July 2014**

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	34%
Labour	35%
Liberal Democrat	4%
UKIP	23%
Green	3%
Other	2%

## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 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	1000	450	550	45	102	158	183	187	323	274	203	164	320	218	259	24	153	34	244	250	71
Weighted base	1000	490	510	100	140	180	180	170	230	155	252	252	301	209	246	24	171	39	221	221	80
Conservative	212	108	104	17	20	35	37	38	64	42	81	37	46	182	5	4	6	-	139	15	9
	21%	22%	20%	17%	15%	20%	21%	22%	28%	27%	32%	15%	15%	87%	2%	16%	3%	-	63%	7%	11%
Labour	271	135	136	30	42	53	38	47	61	47	69	63	87	3	227	1	14	4	14	146	22
	27%	27%	27%	30%	30%	29%	21%	28%	27%	31%	27%	25%	29%	2%	93%	5%	8%	11%	6%	66%	28%
Liberal Democrat	19	5	13	1	3	3	2	5	4	5	8	-	5	1	-	14	1	2	-	3	11
	2%	1%	3%	1%	2%	2%	1%	3%	2%	4%	3%	-	2%	*	-	56%	*	4%	-	1%	14%
The UK Independence Party (UKIP)	170	101	70	25	14	30	40	27	33	16	28	66	56	13	2	3	138	-	45	30	11
	17%	21%	14%	25%	10%	17%	23%	16%	14%	10%	11%	26%	19%	6%	1%	14%	81%	-	20%	13%	14%
The Green Party	24	18	6	6	6	4	4	2	1	6	5	7	5	3	6	-	-	14	1	4	8
	2%	4%	1%	6%	4%	2%	2%	1%	1%	4%	2%	3%	2%	2%	3%	-	-	35%	1%	2%	10%
The British National Party (BNP)	12	8	4	-	4	2	5	*	1	2	2	3	3	-	-	-	-	12	-	-	-
	1%	2%	1%	-	3%	1%	3%	*	*	1%	1%	1%	1%	-	-	-	-	31%	-	-	-
Some other party	6	2	4	-	-	-	1	3	1	*	1	3	2	-	-	-	2	1	-	1	-
	1%	*	1%	-	-	-	1%	2%	1%	*	*	1%	1%	-	-	-	1%	3%	-	1%	-
Would not vote	124	51	73	13	32	22	18	17	21	9	21	32	51	-	-	-	-	-	2	5	5
	12%	10%	14%	13%	23%	12%	10%	10%	9%	6%	8%	13%	17%	-	-	-	-	-	1%	2%	6%
Refused	52	26	26	1	2	10	9	8	19	11	14	12	9	-	-	-	-	-	3	3	2
	5%	5%	5%	1%	1%	6%	5%	5%	8%	7%	5%	5%	3%	-	-	-	-	-	1%	2%	2%
Don't know	110	37	73	6	17	19	24	20	23	16	25	29	37	8	5	2	11	6	17	14	12
	11%	8%	14%	6%	12%	11%	14%	12%	10%	10%	10%	11%	12%	4%	2%	8%	6%	15%	8%	6%	16%

## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 2014

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	518	255	263	19	44	79	94	105	178	156	114	82	157	161	183	16	102	18	174	182	42	
Weighted base	498	265	233	40	55	90	91	95	127	87	140	118	142	153	164	16	110	19	159	159	45	
Conservative	159	84	76	11	16	28	26	29	50	32	62	29	32	139	2	3	4	-	112	12	6	
	32%	32%	33%	28%	29%	31%	28%	31%	39%	37%	45%	24%	22%	90%	1%	18%	4%	-	71%	8%	14%	
Labour	186	89	97	14	25	39	27	36	45	34	46	40	65	2	157	1	11	3	10	122	14	
	37%	34%	42%	34%	46%	43%	30%	38%	36%	39%	33%	34%	45%	1%	96%	4%	10%	14%	7%	76%	30%	
Liberal Democrat	14	4	10	1	2	2	1	4	4	4	6	-	3	1	-	10	1	1	-	2	9	
	3%	1%	4%	2%	3%	3%	2%	4%	3%	5%	5%	-	2%	*	-	64%	1%	7%	-	1%	19%	
The UK Independence Party (UKIP)	111	70	41	10	7	18	30	21	25	11	20	42	37	9	*	2	92	-	35	20	9	
	22%	27%	18%	26%	12%	20%	33%	22%	20%	12%	14%	35%	26%	6%	*	15%	84%	-	22%	12%	20%	
The Green Party	17	12	4	4	4	3	3	1	1	5	4	5	3	3	4	-	-	9	1	3	7	
	3%	5%	2%	10%	7%	3%	4%	1%	1%	6%	3%	4%	2%	2%	3%	-	-	47%	1%	2%	16%	
The British National Party (BNP)	6	4	2	-	2	*	3	*	1	1	*	2	2	-	-	-	-	6	-	-	-	
	1%	1%	1%	-	3%	*	3%	*	1%	1%	*	1%	1%	-	-	-	-	30%	-	-	-	
Some other party	4	2	2	-	-	-	*	3	1	*	1	2	1	-	-	-	1	*	-	1	-	
	1%	1%	1%	-	-	-	*	3%	1%	*	1%	1%	1%	-	-	-	1%	2%	-	*	-	

**Amber Valley Poll**  
**CATI Fieldwork : 3rd-12th July 2014**

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	33%
Labour	37%
Liberal Democrat	3%
UKIP	22%
Green	3%
Other	2%

## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 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	450	550	45	102	158	183	187	323	274	203	164	320	218	259	24	153	34	244	250	71
Weighted base	1000	490	510	100	140	180	180	170	230	155	252	252	301	209	246	24	171	39	221	221	80
I would not vote Liberal Democrat	687	369	318	61	105	123	135	115	147	101	169	179	213	150	187	-	150	26	169	169	41
	69%	75%	62%	61%	75%	68%	75%	68%	64%	65%	67%	71%	71%	72%	76%	-	87%	67%	77%	77%	52%
I would not vote Conservative	536	274	261	56	90	102	98	86	104	65	112	151	190	-	198	12	132	31	34	178	51
	54%	56%	51%	56%	65%	57%	55%	51%	45%	42%	44%	60%	63%	-	81%	49%	77%	80%	15%	81%	64%
I would not vote UKIP	523	253	270	53	81	104	87	82	116	98	140	109	154	119	212	18	-	26	96	148	54
	52%	52%	53%	53%	58%	58%	48%	49%	51%	63%	56%	43%	51%	57%	86%	76%	-	68%	43%	67%	67%
I would not vote Labour	420	228	191	26	67	76	87	71	92	63	103	115	118	137	-	14	119	22	155	23	28
	42%	47%	37%	26%	48%	42%	48%	42%	40%	40%	41%	45%	39%	66%	-	57%	69%	56%	70%	10%	35%
None of these - I would potentially vote for all of them	80	25	55	4	6	12	15	17	25	14	25	19	17	10	2	1	8	3	9	3	7
	8%	5%	11%	4%	4%	7%	8%	10%	11%	9%	10%	8%	6%	5%	1%	3%	5%	7%	4%	1%	9%
Don't know	16	4	11	-	-	3	4	4	5	1	3	6	5	-	-	-	-	-	-	*	1
	2%	1%	2%	-	-	2%	2%	2%	2%	1%	1%	2%	2%	-	-	-	-	-	-	*	1%



## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 2014

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	450	550	45	102	158	183	187	323	274	203	164	320	218	259	24	153	34	244	250	71	
Weighted base	1000	490	510	100	140	180	180	170	230	155	252	252	301	209	246	24	171	39	221	221	80	
NET: Well	553	303	250	50	65	99	98	103	136	104	157	127	145	187	114	12	85	17	178	104	40	
	55%	62%	49%	50%	47%	55%	55%	61%	59%	67%	62%	51%	48%	89%	46%	52%	50%	45%	81%	47%	50%	
Very well	(4)	28	17	11	2	-	3	7	2	13	6	11	3	8	10	5	-	4	-	10	5	-
		3%	3%	2%	2%	-	2%	4%	1%	5%	4%	5%	1%	3%	5%	2%	-	3%	-	4%	2%	-
Quite well	(3)	525	286	239	48	65	96	91	101	123	98	145	125	137	177	109	12	81	17	168	99	40
		53%	58%	47%	48%	47%	53%	50%	59%	54%	63%	58%	50%	45%	84%	44%	52%	47%	45%	76%	45%	50%
Quite badly	(2)	306	133	173	40	58	61	52	40	55	40	74	86	95	12	106	12	54	11	31	85	32
		31%	27%	34%	40%	42%	34%	29%	24%	24%	26%	29%	34%	31%	6%	43%	48%	32%	29%	14%	39%	39%
Very badly	(1)	102	45	57	10	9	14	22	21	26	7	12	29	49	8	18	-	26	10	5	24	4
		10%	9%	11%	10%	7%	8%	12%	12%	11%	5%	5%	11%	16%	4%	7%	-	15%	27%	2%	11%	5%
NET: Badly		408	177	230	49	67	75	74	61	81	47	86	115	144	19	124	12	81	21	36	110	36
		41%	36%	45%	50%	48%	42%	41%	36%	35%	30%	34%	46%	48%	9%	51%	48%	47%	55%	16%	50%	45%
Don't know		39	10	30	-	7	5	8	6	13	4	9	9	12	3	8	-	5	-	7	7	4
		4%	2%	6%	-	5%	3%	4%	3%	6%	3%	4%	4%	4%	2%	3%	-	3%	-	3%	3%	5%
Mean		2.50	2.57	2.43	2.43	2.42	2.51	2.49	2.51	2.57	2.68	2.64	2.42	2.36	2.92	2.42	2.52	2.38	2.18	2.85	2.39	2.47
Standard deviation		0.72	0.71	0.73	0.70	0.62	0.67	0.77	0.73	0.78	0.63	0.65	0.71	0.79	0.50	0.66	0.51	0.78	0.84	0.51	0.72	0.61
Standard error		0.02	0.03	0.03	0.10	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.03	0.04	0.10	0.06	0.14	0.03	0.05	0.07

## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 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	1000	450	550	45	102	158	183	187	323	274	203	164	320	218	259	24	153	34	244	250	71	
Weighted base	1000	490	510	100	140	180	180	170	230	155	252	252	301	209	246	24	171	39	221	221	80	
NET: Well	548	281	267	58	68	93	97	91	138	106	156	133	132	179	131	12	78	18	168	106	31	
	55%	57%	52%	59%	48%	52%	54%	54%	60%	68%	62%	53%	44%	86%	53%	49%	46%	46%	76%	48%	39%	
Very well	(4)	38	25	13	-	7	5	6	3	18	9	14	7	9	20	7	-	5	2	22	5	-
	4%	5%	3%	-	5%	3%	3%	2%	8%	6%	5%	3%	3%	10%	3%	-	3%	5%	10%	2%	-	
Quite well	(3)	510	256	254	58	61	88	92	88	120	98	142	126	123	159	124	12	74	16	146	101	31
	51%	52%	50%	59%	44%	49%	51%	52%	52%	63%	56%	50%	41%	76%	50%	49%	43%	41%	66%	46%	39%	
Quite badly	(2)	302	140	162	34	53	61	51	52	50	41	71	83	97	22	83	7	68	12	42	80	34
	30%	29%	32%	34%	38%	34%	29%	31%	22%	26%	28%	33%	32%	10%	34%	29%	40%	30%	19%	36%	43%	
Very badly	(1)	107	50	56	4	14	17	27	20	25	4	19	21	58	5	23	5	23	9	6	30	10
	11%	10%	11%	4%	10%	10%	15%	12%	11%	3%	7%	8%	19%	2%	10%	20%	13%	24%	3%	14%	13%	
NET: Badly	409	191	218	38	67	78	78	72	75	45	90	104	155	27	107	12	91	21	48	110	44	
	41%	39%	43%	38%	48%	44%	43%	42%	33%	29%	36%	41%	51%	13%	43%	48%	53%	54%	22%	50%	55%	
Don't know	43	18	25	3	5	8	4	6	16	4	6	15	14	3	8	1	2	-	5	5	5	
	4%	4%	5%	3%	4%	4%	2%	4%	7%	3%	2%	6%	5%	1%	3%	3%	1%	-	2%	2%	6%	
Mean	2.50	2.54	2.46	2.56	2.45	2.47	2.44	2.46	2.62	2.73	2.61	2.50	2.29	2.94	2.48	2.30	2.35	2.27	2.85	2.38	2.28	
Standard deviation	0.74	0.76	0.73	0.58	0.75	0.72	0.78	0.73	0.80	0.60	0.71	0.70	0.82	0.55	0.71	0.80	0.75	0.90	0.63	0.75	0.69	
Standard error	0.02	0.04	0.03	0.09	0.08	0.06	0.06	0.05	0.05	0.04	0.05	0.06	0.05	0.04	0.04	0.17	0.06	0.15	0.04	0.05	0.08	

## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 2014

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	450	550	45	102	158	183	187	323	274	203	164	320	218	259	24	153	34	244	250	71
Weighted base	1000	490	510	100	140	180	180	170	230	155	252	252	301	209	246	24	171	39	221	221	80
I am satisfied with the job David Cameron is doing overall as Prime Minister	281 28%	137 28%	144 28%	37 37%	31 22%	46 26%	45 25%	41 24%	80 35%	52 33%	80 32%	65 26%	75 25%	136 65%	37 15%	5 22%	20 12%	5 13%	114 52%	26 12%	18 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	287 29%	134 27%	153 30%	28 28%	41 29%	53 30%	58 32%	52 31%	54 24%	51 33%	70 28%	85 34%	73 24%	69 33%	38 15%	11 45%	81 47%	11 28%	89 40%	46 21%	20 25%
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.	293 29%	153 31%	140 27%	25 25%	48 34%	55 30%	53 29%	51 30%	61 27%	39 25%	69 27%	72 29%	105 35%	2 1%	157 64%	5 23%	48 28%	13 34%	10 5%	136 62%	29 37%
Refused	31 3%	13 3%	18 3%	- -	3 2%	5 3%	8 5%	6 3%	8 4%	5 3%	7 3%	4 2%	7 2%	1 *	1 *	1 3%	- -	2 6%	1 *	1 *	4 5%
Don't know	108 11%	52 11%	56 11%	10 10%	18 13%	21 11%	16 9%	19 11%	25 11%	8 5%	26 10%	26 10%	40 13%	1 1%	13 5%	2 7%	23 13%	7 19%	7 3%	12 6%	9 11%

## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 2014

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	450	550	45	102	158	183	187	323	274	203	164	320	218	259	24	153	34	244	250	71
Weighted base	1000	490	510	100	140	180	180	170	230	155	252	252	301	209	246	24	171	39	221	221	80
Labour	213	108	105	32	34	41	30	37	38	31	64	61	54	48	71	3	33	4	42	61	20
	21%	22%	21%	32%	24%	23%	17%	22%	17%	20%	25%	24%	18%	23%	29%	12%	19%	10%	19%	28%	25%
The Conservatives	202	113	89	26	28	43	29	38	39	40	64	48	47	65	49	3	32	4	60	43	25
	20%	23%	17%	26%	20%	24%	16%	22%	17%	26%	25%	19%	16%	31%	20%	12%	19%	10%	27%	19%	31%
The UK Independence Party (UKIP)	161	89	72	20	27	29	32	25	29	30	46	36	46	31	46	1	38	9	32	35	22
	16%	18%	14%	20%	20%	16%	18%	15%	13%	19%	18%	14%	15%	15%	19%	6%	22%	24%	14%	16%	27%
The Liberal Democrat	88	48	40	11	16	17	13	16	16	10	23	24	28	22	24	2	14	3	21	21	10
	9%	10%	8%	11%	11%	10%	7%	9%	7%	7%	9%	9%	9%	11%	10%	7%	8%	7%	10%	10%	12%
None of them	660	310	350	56	87	111	126	114	164	97	152	170	211	126	148	21	118	28	142	143	45
	66%	63%	69%	56%	62%	62%	70%	67%	71%	63%	60%	67%	70%	60%	60%	88%	69%	73%	64%	65%	56%
Don't know	12	5	8	-	4	5	2	-	2	3	3	-	7	1	*	-	-	-	1	*	-
	1%	1%	2%	-	3%	3%	1%	-	1%	2%	1%	-	2%	*	*	-	-	-	*	*	-

## Amber Valley Poll

### CATI Fieldwork : 3rd-12th July 2014

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	450	550	45	102	158	183	187	323	274	203	164	320	218	259	24	153	34	244	250	71
Weighted base	1000	490	510	100	140	180	180	170	230	155	252	252	301	209	246	24	171	39	221	221	80
A Labour government	386	199	187	54	68	71	63	55	75	46	88	110	141	7	208	3	62	17	15	169	23
	39%	41%	37%	54%	49%	39%	35%	33%	32%	29%	35%	43%	47%	3%	85%	14%	36%	43%	7%	76%	29%
A Conservative government	286	149	137	22	27	42	57	52	85	54	85	70	66	178	3	1	46	2	166	17	9
	29%	30%	27%	22%	19%	23%	32%	31%	37%	35%	34%	28%	22%	85%	1%	3%	27%	4%	75%	8%	12%
A coalition between the Conservatives and the Liberal Democrats	81	37	44	5	18	10	15	14	19	19	24	14	21	21	4	9	13	6	22	10	12
	8%	8%	9%	5%	13%	6%	8%	8%	8%	12%	9%	5%	7%	10%	2%	38%	7%	15%	10%	4%	15%
A coalition between Labour and the Liberal Democrats	77	34	43	14	10	18	9	14	12	18	14	13	28	1	26	9	8	8	2	15	24
	8%	7%	8%	14%	7%	10%	5%	8%	5%	12%	6%	5%	9%	*	11%	38%	5%	22%	1%	7%	30%
Don't know	171	71	99	5	17	38	35	35	39	19	42	46	45	3	5	2	42	7	16	11	11
	17%	15%	19%	5%	12%	21%	19%	21%	17%	12%	16%	18%	15%	1%	2%	6%	24%	17%	7%	5%	14%

**Amber Valley Poll**  
**CATI Fieldwork : 3rd-12th July 2014**

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	450 45%	490 49%
Female	550 55%	510 51%

**Amber Valley Poll**  
**CATI Fieldwork : 3rd-12th July 2014**

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	45 5%	100 10%
25-34	102 10%	140 14%
35-44	158 16%	180 18%
45-54	183 18%	180 18%
55-64	187 19%	170 17%
65 or older	323 32%	230 23%
Refused	2 *	2 *

**Amber Valley Poll**  
**CATI Fieldwork : 3rd-12th July 2014**

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	74 7%	39 4%
B	200 20%	116 12%
C1	203 20%	252 25%
C2	164 16%	252 25%
D	131 13%	139 14%
E	189 19%	162 16%
Refused	39 4%	39 4%



**Amber Valley Poll**  
**CATI Fieldwork : 3rd-12th July 2014**

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	244 24%	221 22%
Labour	250 25%	221 22%
Liberal Democrats	71 7%	80 8%
Another party	41 4%	54 5%
Did not vote	286 29%	327 33%
Refused	62 6%	49 5%
Don't know	46 5%	47 5%