

Norwich South Poll

CATI Fieldwork : 11th-21st 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 | Green | Other | Con | Lab | LibDem | |
| Unweighted base | 1000 | 441 | 559 | 69 | 151 | 166 | 154 | 140 | 319 | 372 | 215 | 119 | 267 | 137 | 248 | 57 | 121 | 111 | 12 | 151 | 206 | 170 | |
| Weighted base | 1000 | 490 | 510 | 210 | 200 | 150 | 130 | 120 | 190 | 226 | 315 | 167 | 265 | 124 | 237 | 52 | 124 | 133 | 14 | 121 | 154 | 155 | |
| Certain to vote | (10) | 510 | 258 | 253 | 57 | 78 | 70 | 82 | 79 | 142 | 143 | 176 | 64 | 119 | 81 | 159 | 33 | 69 | 68 | 5 | 92 | 119 | 109 |
| | | 51% | 53% | 50% | 27% | 39% | 47% | 63% | 66% | 75% | 63% | 56% | 38% | 45% | 65% | 67% | 63% | 56% | 51% | 37% | 76% | 77% | 71% |
| | (9) | 49 | 27 | 21 | 12 | 5 | 6 | 8 | 8 | 10 | 10 | 7 | 8 | 20 | 7 | 11 | 5 | 13 | 5 | - | 6 | 6 | 10 |
| | | 5% | 6% | 4% | 6% | 2% | 4% | 6% | 7% | 5% | 4% | 2% | 5% | 8% | 5% | 5% | 9% | 11% | 4% | - | 5% | 4% | 6% |
| | (8) | 94 | 49 | 44 | 36 | 15 | 19 | 9 | 9 | 7 | 16 | 33 | 12 | 31 | 13 | 25 | - | 15 | 29 | 1 | 9 | 9 | 12 |
| | | 9% | 10% | 9% | 17% | 7% | 13% | 7% | 7% | 4% | 7% | 11% | 7% | 12% | 10% | 11% | - | 12% | 22% | 5% | 7% | 6% | 8% |
| | (7) | 54 | 20 | 34 | 24 | 13 | 5 | 5 | 3 | 4 | 14 | 20 | 7 | 9 | 7 | 11 | 3 | 6 | 9 | 5 | 4 | 4 | 6 |
| | | 5% | 4% | 7% | 11% | 6% | 3% | 4% | 2% | 2% | 6% | 7% | 4% | 4% | 5% | 5% | 5% | 4% | 7% | 33% | 3% | 3% | 4% |
| | (6) | 21 | 10 | 11 | 3 | 8 | 3 | 1 | 5 | 1 | 6 | - | 6 | 9 | 5 | 6 | 2 | 3 | 4 | - | 1 | * | 4 |
| | | 2% | 2% | 2% | 2% | 4% | 2% | 1% | 4% | * | 3% | - | 3% | 3% | 4% | 2% | 4% | 2% | 3% | - | 1% | * | 3% |
| | (5) | 75 | 36 | 39 | 13 | 29 | 10 | 7 | 6 | 10 | 12 | 27 | 12 | 20 | 4 | 14 | 6 | 11 | 12 | 3 | 4 | 9 | 6 |
| | | 7% | 7% | 8% | 6% | 14% | 7% | 6% | 5% | 5% | 5% | 9% | 7% | 8% | 3% | 6% | 12% | 9% | 9% | 22% | 3% | 6% | 4% |
| | (4) | 13 | 7 | 7 | 3 | 5 | 1 | - | 2 | 3 | 2 | 3 | 1 | 8 | 1 | 1 | 2 | 3 | 1 | - | 2 | 2 | 2 |
| | | 1% | 1% | 1% | 2% | 3% | * | - | 1% | 1% | 1% | 1% | * | 3% | * | 1% | 4% | 2% | * | - | 1% | 2% | 1% |
| | (3) | 28 | 17 | 11 | 10 | 11 | 2 | 3 | 2 | 1 | 3 | 14 | 9 | 2 | 7 | 7 | - | 5 | 4 | - | 3 | - | - |
| | | 3% | 4% | 2% | 5% | 5% | 2% | 2% | 2% | * | 1% | 4% | 6% | 1% | 6% | 3% | - | 4% | 3% | - | 2% | - | - |
| | (2) | 27 | 11 | 16 | 9 | 7 | 4 | 6 | - | 2 | 3 | 7 | 7 | 9 | 1 | 2 | 2 | - | 1 | 1 | 1 | 1 | 1 |
| | | 3% | 2% | 3% | 4% | 3% | 3% | 5% | - | 1% | 1% | 2% | 4% | 3% | 1% | 1% | 4% | - | 1% | 4% | 1% | * | * |
| Definitely would not vote | (1) | 122 | 51 | 71 | 43 | 28 | 27 | 8 | 6 | 10 | 17 | 25 | 41 | 34 | - | - | - | - | - | - | 3 | 4 | |
| | | 12% | 10% | 14% | 20% | 14% | 18% | 6% | 5% | 5% | 7% | 8% | 24% | 13% | - | - | - | - | - | - | - | 2% | 3% |
| Refused | | 1 | - | 1 | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | - | - | - | - | - | - |
| | | * | - | * | - | - | - | - | * | - | * | - | - | - | - | - | - | - | - | - | - | - | - |
| Don't know | | 5 | 3 | 3 | - | 2 | 2 | - | - | 2 | 1 | 2 | - | 3 | - | - | - | - | - | - | 1 | - | - |
| | | 1% | 1% | 1% | - | 1% | 1% | - | - | 1% | * | 1% | - | 1% | - | - | - | - | - | - | * | - | - |
| Mean | | 7.53 | 7.70 | 7.36 | 6.29 | 6.65 | 7.16 | 8.28 | 8.61 | 8.90 | 8.34 | 7.87 | 6.23 | 7.37 | 8.78 | 8.89 | 8.50 | 8.58 | 8.47 | 7.54 | 9.19 | 9.17 | 9.00 |
| Standard deviation | | 3.27 | 3.16 | 3.36 | 3.46 | 3.37 | 3.55 | 2.91 | 2.50 | 2.44 | 2.78 | 3.02 | 3.77 | 3.27 | 2.10 | 1.97 | 2.37 | 2.08 | 1.98 | 2.28 | 1.80 | 1.91 | 2.03 |
| Standard error | | 0.10 | 0.15 | 0.14 | 0.42 | 0.28 | 0.28 | 0.23 | 0.21 | 0.14 | 0.14 | 0.21 | 0.35 | 0.20 | 0.18 | 0.12 | 0.31 | 0.19 | 0.19 | 0.66 | 0.15 | 0.13 | 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 | Green | Other | Con | Lab | LibDem |
| Unweighted base | 1000 | 441 | 559 | 69 | 151 | 166 | 154 | 140 | 319 | 372 | 215 | 119 | 267 | 137 | 248 | 57 | 121 | 111 | 12 | 151 | 206 | 170 |
| Weighted base | 1000 | 490 | 510 | 210 | 200 | 150 | 130 | 120 | 190 | 226 | 315 | 167 | 265 | 124 | 237 | 52 | 124 | 133 | 14 | 121 | 154 | 155 |
| Conservative | 124 | 63 | 61 | 21 | 22 | 13 | 19 | 13 | 37 | 32 | 55 | 20 | 18 | 124 | - | - | - | - | - | 68 | 3 | 15 |
| | 12% | 13% | 12% | 10% | 11% | 8% | 14% | 11% | 20% | 14% | 17% | 12% | 7% | 100% | - | - | - | - | - | 56% | 2% | 9% |
| Labour | 237 | 124 | 112 | 45 | 52 | 31 | 36 | 29 | 42 | 62 | 70 | 38 | 59 | - | 237 | - | - | - | - | 7 | 104 | 37 |
| | 24% | 25% | 22% | 22% | 26% | 20% | 28% | 24% | 22% | 28% | 22% | 23% | 22% | - | 100% | - | - | - | - | 5% | 67% | 24% |
| Liberal Democrat | 52 | 21 | 31 | 9 | 14 | 12 | 5 | 3 | 9 | 20 | 20 | 3 | 10 | - | - | 52 | - | - | - | 3 | 1 | 37 |
| | 5% | 4% | 6% | 4% | 7% | 8% | 4% | 2% | 5% | 9% | 6% | 2% | 4% | - | - | 100% | - | - | - | 3% | 1% | 24% |
| The UK Independence Party (UKIP) | 124 | 73 | 50 | 23 | 13 | 22 | 15 | 27 | 25 | 19 | 33 | 23 | 47 | - | - | - | 124 | - | - | 22 | 11 | 14 |
| | 12% | 15% | 10% | 11% | 7% | 15% | 11% | 22% | 13% | 8% | 10% | 14% | 18% | - | - | - | 100% | - | - | 18% | 7% | 9% |
| The Green Party | 133 | 67 | 65 | 41 | 30 | 17 | 15 | 15 | 16 | 32 | 55 | 18 | 26 | - | - | - | - | 133 | - | 5 | 6 | 25 |
| | 13% | 14% | 13% | 20% | 15% | 11% | 11% | 12% | 8% | 14% | 17% | 10% | 10% | - | - | - | - | 100% | - | 4% | 4% | 16% |
| The British National Party (BNP) | 4 | 1 | 3 | - | 3 | - | - | 1 | - | - | 2 | - | 2 | - | - | - | - | - | 4 | - | 1 | - |
| | * | * | 1% | - | 2% | - | - | 1% | - | - | 1% | - | 1% | - | - | - | - | - | 30% | - | 1% | - |
| Some other party | 10 | 5 | 5 | 4 | - | 1 | 2 | 1 | 2 | 2 | 6 | 1 | 1 | - | - | - | - | - | 10 | 1 | 2 | 2 |
| | 1% | 1% | 1% | 2% | - | 1% | 2% | 1% | 1% | 1% | 2% | 1% | * | - | - | - | - | - | 70% | 1% | 2% | 1% |
| Would not vote | 122 | 51 | 71 | 43 | 28 | 27 | 8 | 6 | 10 | 17 | 25 | 41 | 34 | - | - | - | - | - | - | - | 3 | 4 |
| | 12% | 10% | 14% | 20% | 14% | 18% | 6% | 5% | 5% | 7% | 8% | 24% | 13% | - | - | - | - | - | - | - | 2% | 3% |
| Refused | 60 | 24 | 36 | 2 | 6 | 10 | 6 | 10 | 26 | 17 | 15 | 6 | 18 | - | - | - | - | - | - | 3 | 5 | 4 |
| | 6% | 5% | 7% | 1% | 3% | 6% | 4% | 9% | 14% | 8% | 5% | 4% | 7% | - | - | - | - | - | - | 3% | 4% | 2% |
| Don't know | 134 | 60 | 74 | 22 | 32 | 18 | 24 | 14 | 24 | 24 | 35 | 18 | 51 | - | - | - | - | - | - | 12 | 17 | 17 |
| | 13% | 12% | 14% | 11% | 16% | 12% | 18% | 12% | 12% | 10% | 11% | 11% | 19% | - | - | - | - | - | - | 10% | 11% | 11% |

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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 | Green | Other | Con | Lab | LibDem |
| Unweighted base | 516 | 242 | 274 | 29 | 66 | 77 | 89 | 80 | 176 | 212 | 121 | 52 | 123 | 107 | 195 | 42 | 86 | 79 | 7 | 107 | 141 | 112 |
| Weighted base | 487 | 254 | 233 | 90 | 81 | 69 | 71 | 70 | 106 | 126 | 168 | 66 | 118 | 91 | 176 | 36 | 87 | 90 | 8 | 85 | 106 | 100 |
| Conservative | 91 | 47 | 44 | 11 | 15 | 8 | 15 | 10 | 32 | 25 | 38 | 12 | 15 | 91 | - | - | - | - | - | 56 | 2 | 11 |
| | 19% | 19% | 19% | 13% | 18% | 12% | 21% | 14% | 30% | 20% | 23% | 18% | 13% | 100% | - | - | - | - | - | 66% | 2% | 11% |
| Labour | 176 | 94 | 82 | 28 | 34 | 25 | 29 | 24 | 34 | 51 | 53 | 24 | 43 | - | 176 | - | - | - | - | 6 | 87 | 29 |
| | 36% | 37% | 35% | 32% | 42% | 36% | 41% | 34% | 32% | 41% | 32% | 36% | 37% | - | 100% | - | - | - | - | 7% | 82% | 29% |
| Liberal Democrat | 36 | 12 | 24 | 4 | 9 | 9 | 3 | 2 | 8 | 12 | 14 | 2 | 7 | - | - | 36 | - | - | - | 2 | 1 | 29 |
| | 7% | 5% | 10% | 5% | 12% | 13% | 5% | 3% | 7% | 10% | 8% | 3% | 6% | - | - | 100% | - | - | - | 2% | 1% | 29% |
| The UK Independence Party (UKIP) | 87 | 54 | 32 | 16 | 5 | 15 | 11 | 21 | 18 | 13 | 21 | 18 | 32 | - | - | - | 87 | - | - | 17 | 9 | 11 |
| | 18% | 21% | 14% | 18% | 6% | 22% | 15% | 30% | 17% | 11% | 13% | 27% | 27% | - | - | - | 100% | - | - | 19% | 9% | 11% |
| The Green Party | 90 | 42 | 48 | 28 | 16 | 11 | 11 | 12 | 13 | 23 | 38 | 10 | 18 | - | - | - | - | 90 | - | 4 | 4 | 20 |
| | 18% | 16% | 21% | 31% | 20% | 16% | 16% | 17% | 12% | 18% | 23% | 15% | 15% | - | - | - | - | 100% | - | 5% | 4% | 20% |
| The British National Party (BNP) | 2 | 1 | 1 | - | 1 | - | - | 1 | - | - | * | - | 2 | - | - | - | - | - | 2 | - | 1 | - |
| | 1% | * | 1% | - | 2% | - | - | 2% | - | - | * | - | 2% | - | - | - | - | - | 32% | - | 1% | - |
| Some other party | 5 | 3 | 2 | 2 | - | * | 1 | * | 2 | 1 | 2 | * | 1 | - | - | - | - | - | 5 | 1 | 1 | * |
| | 1% | 1% | 1% | 2% | - | 1% | 2% | * | 1% | 1% | 1% | 1% | 1% | - | - | - | - | - | 68% | 1% | 1% | * |

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Col percents

Table 4

Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

| | <u>Total</u> |
|------------------|--------------|
| Conservative | 19% |
| Labour | 36% |
| Liberal Democrat | 8% |
| UKIP | 17% |
| Green | 18% |
| Other | 1% |

Norwich South Poll

CATI Fieldwork : 11th-21st 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 | Green | Other | Con | Lab | LibDem |
| Unweighted base | 1000 | 441 | 559 | 69 | 151 | 166 | 154 | 140 | 319 | 372 | 215 | 119 | 267 | 137 | 248 | 57 | 121 | 111 | 12 | 151 | 206 | 170 |
| Weighted base | 1000 | 490 | 510 | 210 | 200 | 150 | 130 | 120 | 190 | 226 | 315 | 167 | 265 | 124 | 237 | 52 | 124 | 133 | 14 | 121 | 154 | 155 |
| Conservative | 126 13% | 65 13% | 61 12% | 17 8% | 25 13% | 14 9% | 20 15% | 12 10% | 38 20% | 33 14% | 44 14% | 30 18% | 19 7% | 103 83% | 3 1% | 1 1% | 6 5% | 6 5% | 1 6% | 65 53% | 3 2% | 13 8% |
| Labour | 235 24% | 132 27% | 103 20% | 50 24% | 52 26% | 27 18% | 31 24% | 31 26% | 44 23% | 63 28% | 75 24% | 29 17% | 61 23% | 8 6% | 192 81% | 1 1% | 8 6% | 14 10% | 1 10% | 10 8% | 102 66% | 30 19% |
| Liberal Democrat | 78 8% | 38 8% | 41 8% | 19 9% | 12 6% | 14 9% | 10 8% | 5 5% | 19 10% | 27 12% | 20 6% | 13 8% | 17 7% | 5 4% | 14 6% | 45 85% | 4 3% | 2 2% | - - | 6 5% | 3 2% | 43 28% |
| The UK Independence Party (UKIP) | 120 12% | 72 15% | 48 9% | 26 12% | 14 7% | 21 14% | 16 12% | 24 20% | 19 10% | 16 7% | 34 11% | 22 13% | 45 17% | 2 2% | 3 1% | 1 3% | 100 81% | 7 6% | 1 9% | 20 17% | 10 6% | 11 7% |
| The Green Party | 138 14% | 58 12% | 80 16% | 28 13% | 35 18% | 19 12% | 18 14% | 20 16% | 18 9% | 33 15% | 62 20% | 12 7% | 28 11% | 5 4% | 17 7% | 4 8% | 2 1% | 98 74% | 1 4% | 7 6% | 12 8% | 39 25% |
| The British National Party (BNP) | 4 * | - - | 4 1% | - - | 3 2% | 1 * | - - | - - | - - | 1 * | 2 1% | - - | 1 * | - - | 1 * | - - | - - | - - | 3 22% | 1 * | 1 1% | - - |
| Some other party | 8 1% | 2 * | 6 1% | 4 2% | - - | 1 1% | 1 1% | 1 1% | 1 * | 1 1% | 4 1% | 1 1% | 2 1% | - - | - - | - - | 1 1% | 1 1% | 6 42% | 1 1% | - - | 2 1% |
| Would not vote | 122 12% | 51 10% | 71 14% | 43 20% | 28 14% | 27 18% | 8 6% | 6 5% | 10 5% | 17 7% | 25 8% | 41 24% | 34 13% | - - | - - | - - | - - | - - | - - | - - | 3 2% | 4 3% |
| Refused | 51 5% | 19 4% | 32 6% | 2 1% | 4 2% | 6 4% | 7 6% | 8 7% | 23 12% | 14 6% | 16 5% | 3 2% | 16 6% | - - | - - | - - | - - | 2 1% | - - | 3 3% | 3 2% | 1 1% |
| Don't know | 118 12% | 54 11% | 64 13% | 22 11% | 26 13% | 19 13% | 19 14% | 13 11% | 18 10% | 21 9% | 33 10% | 16 10% | 41 16% | 1 1% | 7 3% | 1 1% | 4 3% | 3 2% | 1 8% | 8 7% | 17 11% | 12 8% |

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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 | Green | Other | Con | Lab | LibDem |
| Unweighted base | 537 | 249 | 288 | 28 | 67 | 78 | 92 | 82 | 188 | 222 | 122 | 55 | 129 | 105 | 191 | 41 | 84 | 77 | 7 | 109 | 145 | 123 |
| Weighted base | 498 | 257 | 240 | 86 | 83 | 69 | 74 | 71 | 113 | 131 | 168 | 70 | 121 | 90 | 170 | 35 | 84 | 87 | 7 | 87 | 108 | 106 |
| Conservative | 89 | 47 | 42 | 11 | 14 | 9 | 15 | 9 | 32 | 24 | 33 | 17 | 15 | 78 | 1 | * | 5 | 1 | 1 | 52 | 2 | 8 |
| | 18% | 18% | 17% | 12% | 16% | 12% | 20% | 12% | 28% | 18% | 20% | 25% | 12% | 86% | * | * | 6% | 2% | 10% | 60% | 2% | 8% |
| Labour | 164 | 93 | 71 | 24 | 33 | 22 | 26 | 25 | 36 | 51 | 50 | 17 | 42 | 3 | 142 | 1 | 5 | 8 | 1 | 9 | 85 | 24 |
| | 33% | 36% | 30% | 27% | 39% | 32% | 35% | 35% | 31% | 39% | 30% | 24% | 35% | 3% | 83% | 2% | 6% | 9% | 17% | 11% | 78% | 23% |
| Liberal Democrat | 57 | 26 | 31 | 12 | 8 | 10 | 7 | 4 | 15 | 18 | 15 | 11 | 13 | 3 | 12 | 31 | 3 | 2 | - | 4 | 3 | 34 |
| | 11% | 10% | 13% | 14% | 10% | 15% | 10% | 5% | 14% | 14% | 9% | 16% | 11% | 3% | 7% | 87% | 3% | 2% | - | 4% | 2% | 32% |
| The UK Independence Party (UKIP) | 78 | 49 | 29 | 18 | 4 | 14 | 10 | 17 | 14 | 12 | 19 | 16 | 28 | 2 | 1 | * | 69 | 4 | 1 | 15 | 8 | 9 |
| | 16% | 19% | 12% | 21% | 5% | 21% | 14% | 24% | 12% | 9% | 11% | 23% | 23% | 2% | 1% | * | 82% | 4% | 15% | 17% | 7% | 8% |
| The Green Party | 104 | 40 | 64 | 21 | 24 | 13 | 15 | 16 | 15 | 25 | 49 | 8 | 20 | 4 | 14 | 4 | 1 | 72 | 1 | 6 | 10 | 31 |
| | 21% | 16% | 27% | 24% | 29% | 19% | 20% | 22% | 14% | 19% | 29% | 11% | 16% | 5% | 8% | 11% | 2% | 82% | 7% | 7% | 9% | 29% |
| The British National Party (BNP) | 2 | - | 2 | - | 1 | * | - | - | - | * | * | - | 1 | - | * | - | - | - | 1 | * | 1 | - |
| | * | - | 1% | - | 2% | 1% | - | - | - | * | * | - | 1% | - | * | - | - | - | 18% | 1% | 1% | - |
| Some other party | 4 | 1 | 3 | 2 | - | * | * | 1 | 1 | * | 2 | * | 2 | - | - | - | 1 | 1 | 2 | 1 | - | * |
| | 1% | * | 1% | 2% | - | 1% | 1% | 1% | 1% | * | 1% | 1% | 1% | - | - | - | 1% | 1% | 33% | 1% | - | * |

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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 | 18% |
| Labour | 33% |
| Liberal Democrat | 12% |
| UKIP | 15% |
| Green | 20% |
| Other | 1% |

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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 | Green | Other | Con | Lab | LibDem |
| Unweighted base | 1000 | 441 | 559 | 69 | 151 | 166 | 154 | 140 | 319 | 372 | 215 | 119 | 267 | 137 | 248 | 57 | 121 | 111 | 12 | 151 | 206 | 170 |
| Weighted base | 1000 | 490 | 510 | 210 | 200 | 150 | 130 | 120 | 190 | 226 | 315 | 167 | 265 | 124 | 237 | 52 | 124 | 133 | 14 | 121 | 154 | 155 |
| I would not vote UKIP | 624 | 310 | 315 | 138 | 128 | 94 | 83 | 68 | 112 | 169 | 210 | 91 | 137 | 91 | 206 | 45 | - | 112 | 4 | 67 | 117 | 119 |
| | 62% | 63% | 62% | 66% | 64% | 63% | 64% | 57% | 59% | 75% | 67% | 54% | 52% | 73% | 87% | 86% | - | 85% | 25% | 55% | 76% | 77% |
| I would not vote Liberal Democrat | 592 | 308 | 284 | 119 | 107 | 101 | 77 | 82 | 107 | 126 | 181 | 108 | 159 | 78 | 168 | - | 99 | 87 | 10 | 87 | 116 | 72 |
| | 59% | 63% | 56% | 57% | 53% | 67% | 59% | 68% | 56% | 56% | 58% | 65% | 60% | 63% | 71% | - | 80% | 65% | 69% | 72% | 75% | 47% |
| I would not vote Conservative | 574 | 279 | 295 | 106 | 118 | 103 | 75 | 80 | 90 | 135 | 165 | 88 | 167 | - | 205 | 32 | 76 | 97 | 8 | 19 | 129 | 110 |
| | 57% | 57% | 58% | 50% | 59% | 69% | 58% | 67% | 48% | 60% | 52% | 53% | 63% | - | 87% | 61% | 62% | 73% | 55% | 16% | 84% | 71% |
| I would not vote Labour | 386 | 197 | 188 | 73 | 62 | 66 | 45 | 55 | 84 | 86 | 118 | 75 | 103 | 91 | - | 23 | 85 | 61 | 6 | 88 | 12 | 70 |
| | 39% | 40% | 37% | 35% | 31% | 44% | 35% | 46% | 44% | 38% | 37% | 45% | 39% | 73% | - | 44% | 69% | 46% | 42% | 72% | 8% | 45% |
| None of these - I would potentially vote for all of them | 78 | 30 | 48 | 24 | 21 | 7 | 10 | 3 | 12 | 14 | 24 | 9 | 29 | 5 | 3 | 2 | 8 | 6 | 4 | 6 | 9 | 2 |
| | 8% | 6% | 9% | 12% | 10% | 5% | 8% | 3% | 6% | 6% | 8% | 5% | 11% | 4% | 1% | 3% | 7% | 5% | 31% | 5% | 6% | 1% |
| Don't know | 40 | 12 | 28 | 4 | 12 | 4 | 3 | 3 | 14 | 5 | 14 | 8 | 13 | 1 | - | - | 1 | - | - | 1 | 2 | 1 |
| | 4% | 2% | 5% | 2% | 6% | 3% | 2% | 3% | 7% | 2% | 4% | 5% | 5% | * | - | - | * | - | - | 1% | 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 | Green | Other | Con | Lab | LibDem | |
| Unweighted base | 1000 | 441 | 559 | 69 | 151 | 166 | 154 | 140 | 319 | 372 | 215 | 119 | 267 | 137 | 248 | 57 | 121 | 111 | 12 | 151 | 206 | 170 | |
| Weighted base | 1000 | 490 | 510 | 210 | 200 | 150 | 130 | 120 | 190 | 226 | 315 | 167 | 265 | 124 | 237 | 52 | 124 | 133 | 14 | 121 | 154 | 155 | |
| NET: Well | 586 | 319 | 267 | 131 | 111 | 76 | 78 | 66 | 124 | 152 | 194 | 88 | 137 | 109 | 140 | 39 | 55 | 88 | 11 | 93 | 83 | 100 | |
| | 59% | 65% | 52% | 62% | 56% | 51% | 60% | 55% | 65% | 67% | 62% | 53% | 51% | 87% | 59% | 75% | 44% | 66% | 76% | 77% | 54% | 65% | |
| Very well | (4) | 45 | 34 | 10 | 8 | 5 | 5 | 7 | 6 | 13 | 4 | 19 | 7 | 14 | 10 | 8 | - | 10 | 6 | 1 | 14 | 9 | 2 |
| | 4% | 7% | 2% | 4% | 3% | 3% | 5% | 5% | 7% | 2% | 6% | 4% | 5% | 8% | 3% | - | 8% | 4% | 8% | 12% | 6% | 1% | |
| Quite well | (3) | 542 | 285 | 257 | 123 | 106 | 71 | 71 | 60 | 111 | 148 | 174 | 81 | 123 | 99 | 132 | 39 | 45 | 82 | 10 | 79 | 74 | 98 |
| | 54% | 58% | 50% | 58% | 53% | 47% | 55% | 50% | 59% | 65% | 55% | 48% | 46% | 79% | 56% | 75% | 36% | 62% | 68% | 65% | 48% | 63% | |
| Quite badly | (2) | 300 | 123 | 177 | 65 | 65 | 55 | 35 | 40 | 39 | 60 | 88 | 61 | 86 | 11 | 78 | 9 | 54 | 35 | 2 | 20 | 53 | 47 |
| | 30% | 25% | 35% | 31% | 33% | 36% | 27% | 33% | 20% | 26% | 28% | 37% | 32% | 9% | 33% | 18% | 43% | 26% | 15% | 17% | 34% | 30% | |
| Very badly | (1) | 67 | 29 | 38 | 10 | 13 | 16 | 10 | 9 | 9 | 8 | 10 | 12 | 33 | - | 12 | 3 | 15 | 7 | 1 | 1 | 11 | 5 |
| | 7% | 6% | 8% | 5% | 7% | 11% | 8% | 8% | 5% | 4% | 3% | 7% | 12% | - | 5% | 6% | 12% | 5% | 9% | 1% | 7% | 3% | |
| NET: Badly | 367 | 151 | 215 | 75 | 78 | 71 | 45 | 49 | 47 | 68 | 98 | 73 | 118 | 11 | 90 | 12 | 68 | 42 | 3 | 22 | 64 | 51 | |
| | 37% | 31% | 42% | 36% | 39% | 47% | 35% | 41% | 25% | 30% | 31% | 44% | 45% | 9% | 38% | 23% | 55% | 31% | 24% | 18% | 41% | 33% | |
| Don't know | 47 | 19 | 27 | 4 | 10 | 3 | 7 | 4 | 18 | 7 | 23 | 6 | 10 | 5 | 7 | 1 | 1 | 4 | - | 7 | 8 | 3 | |
| | 5% | 4% | 5% | 2% | 5% | 2% | 5% | 4% | 9% | 3% | 7% | 4% | 4% | 4% | 3% | 2% | 1% | 3% | - | 5% | 5% | 2% | |
| Mean | 2.59 | 2.69 | 2.50 | 2.63 | 2.54 | 2.44 | 2.61 | 2.55 | 2.75 | 2.67 | 2.70 | 2.52 | 2.46 | 2.99 | 2.59 | 2.70 | 2.41 | 2.67 | 2.76 | 2.92 | 2.55 | 2.65 | |
| Standard deviation | 0.69 | 0.69 | 0.67 | 0.64 | 0.67 | 0.73 | 0.72 | 0.72 | 0.67 | 0.57 | 0.64 | 0.70 | 0.78 | 0.42 | 0.65 | 0.57 | 0.81 | 0.64 | 0.75 | 0.59 | 0.73 | 0.57 | |
| Standard error | 0.02 | 0.03 | 0.03 | 0.08 | 0.06 | 0.06 | 0.06 | 0.06 | 0.04 | 0.03 | 0.05 | 0.07 | 0.05 | 0.04 | 0.04 | 0.08 | 0.07 | 0.06 | 0.22 | 0.05 | 0.05 | 0.04 | |

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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 | Green | Other | Con | Lab | LibDem | |
| Unweighted base | 1000 | 441 | 559 | 69 | 151 | 166 | 154 | 140 | 319 | 372 | 215 | 119 | 267 | 137 | 248 | 57 | 121 | 111 | 12 | 151 | 206 | 170 | |
| Weighted base | 1000 | 490 | 510 | 210 | 200 | 150 | 130 | 120 | 190 | 226 | 315 | 167 | 265 | 124 | 237 | 52 | 124 | 133 | 14 | 121 | 154 | 155 | |
| NET: Well | 619 | 324 | 295 | 138 | 122 | 82 | 84 | 67 | 126 | 161 | 203 | 99 | 139 | 109 | 157 | 37 | 57 | 84 | 8 | 97 | 95 | 108 | |
| | 62% | 66% | 58% | 66% | 61% | 55% | 65% | 56% | 66% | 71% | 65% | 60% | 52% | 88% | 66% | 71% | 46% | 64% | 58% | 80% | 62% | 70% | |
| Very well | (4) | 52 | 32 | 19 | 13 | 6 | 7 | 6 | 6 | 14 | 5 | 17 | 5 | 20 | 11 | 7 | 1 | 14 | 5 | - | 14 | 6 | 5 |
| | 5% | 7% | 4% | 6% | 3% | 4% | 5% | 5% | 7% | 2% | 5% | 3% | 8% | 9% | 3% | 2% | 11% | 4% | - | 11% | 4% | 3% | |
| Quite well | (3) | 567 | 291 | 276 | 125 | 116 | 75 | 78 | 61 | 112 | 156 | 186 | 95 | 119 | 98 | 150 | 36 | 43 | 79 | 8 | 84 | 89 | 103 |
| | 57% | 59% | 54% | 60% | 58% | 50% | 60% | 51% | 59% | 69% | 59% | 57% | 45% | 79% | 64% | 69% | 35% | 60% | 58% | 69% | 58% | 67% | |
| Quite badly | (2) | 262 | 109 | 153 | 50 | 58 | 53 | 31 | 36 | 33 | 48 | 79 | 49 | 81 | 11 | 54 | 13 | 44 | 39 | 4 | 15 | 36 | 33 |
| | 26% | 22% | 30% | 24% | 29% | 36% | 24% | 30% | 18% | 21% | 25% | 30% | 30% | 9% | 23% | 25% | 36% | 30% | 25% | 12% | 24% | 22% | |
| Very badly | (1) | 79 | 43 | 36 | 18 | 13 | 9 | 13 | 12 | 14 | 10 | 16 | 14 | 32 | 1 | 19 | 1 | 21 | 8 | 2 | 4 | 14 | 13 |
| | 8% | 9% | 7% | 9% | 7% | 6% | 10% | 10% | 7% | 5% | 5% | 9% | 12% | * | 8% | 3% | 17% | 6% | 17% | 4% | 9% | 8% | |
| NET: Badly | 341 | 152 | 189 | 68 | 71 | 63 | 43 | 48 | 47 | 59 | 95 | 64 | 113 | 12 | 72 | 15 | 65 | 47 | 6 | 19 | 50 | 46 | |
| | 34% | 31% | 37% | 32% | 36% | 42% | 33% | 40% | 25% | 26% | 30% | 38% | 43% | 9% | 31% | 28% | 52% | 35% | 42% | 16% | 32% | 30% | |
| Don't know | 40 | 14 | 26 | 4 | 7 | 6 | 2 | 5 | 17 | 6 | 16 | 4 | 14 | 3 | 7 | 1 | 2 | 1 | - | 5 | 9 | 1 | |
| | 4% | 3% | 5% | 2% | 3% | 4% | 2% | 4% | 9% | 3% | 5% | 2% | 5% | 3% | 3% | 1% | 2% | 1% | - | 4% | 6% | * | |
| Mean | 2.62 | 2.66 | 2.57 | 2.64 | 2.59 | 2.55 | 2.61 | 2.54 | 2.73 | 2.71 | 2.68 | 2.55 | 2.50 | 2.99 | 2.63 | 2.71 | 2.41 | 2.62 | 2.40 | 2.92 | 2.60 | 2.65 | |
| Standard deviation | 0.71 | 0.74 | 0.69 | 0.73 | 0.66 | 0.68 | 0.74 | 0.75 | 0.72 | 0.59 | 0.67 | 0.70 | 0.82 | 0.45 | 0.68 | 0.55 | 0.90 | 0.66 | 0.79 | 0.62 | 0.72 | 0.68 | |
| Standard error | 0.02 | 0.04 | 0.03 | 0.09 | 0.05 | 0.05 | 0.06 | 0.07 | 0.04 | 0.03 | 0.05 | 0.06 | 0.05 | 0.04 | 0.04 | 0.07 | 0.08 | 0.06 | 0.23 | 0.05 | 0.05 | 0.05 | |

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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 | Green | Other | Con | Lab | LibDem |
| Unweighted base | 1000 | 441 | 559 | 69 | 151 | 166 | 154 | 140 | 319 | 372 | 215 | 119 | 267 | 137 | 248 | 57 | 121 | 111 | 12 | 151 | 206 | 170 |
| Weighted base | 1000 | 490 | 510 | 210 | 200 | 150 | 130 | 120 | 190 | 226 | 315 | 167 | 265 | 124 | 237 | 52 | 124 | 133 | 14 | 121 | 154 | 155 |
| I am satisfied with the job David Cameron is doing overall as Prime Minister | 289 29% | 158 32% | 132 26% | 87 42% | 56 28% | 30 20% | 37 29% | 18 15% | 60 32% | 58 25% | 102 32% | 57 34% | 63 24% | 85 69% | 30 13% | 21 41% | 23 19% | 30 23% | 4 31% | 59 49% | 19 12% | 46 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 | 270 27% | 133 27% | 137 27% | 60 29% | 58 29% | 49 33% | 32 25% | 28 23% | 43 22% | 59 26% | 79 25% | 59 35% | 69 26% | 38 31% | 25 10% | 15 29% | 57 46% | 49 37% | 6 44% | 42 35% | 16 11% | 46 30% |
| 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. | 298 30% | 141 29% | 158 31% | 47 22% | 59 29% | 49 33% | 47 36% | 48 40% | 48 25% | 76 34% | 87 28% | 38 23% | 93 35% | - - | 169 71% | 14 26% | 29 23% | 32 24% | 1 8% | 11 9% | 104 67% | 50 33% |
| Refused | 30 3% | 12 2% | 18 4% | 3 1% | 4 2% | 4 3% | 3 2% | 9 7% | 7 4% | 11 5% | 5 2% | 3 2% | 10 4% | - - | 1 * | - - | 2 2% | 4 3% | 1 9% | 1 1% | - - | 2 2% |
| Don't know | 112 11% | 47 10% | 65 13% | 13 6% | 23 12% | 17 11% | 11 8% | 18 15% | 31 17% | 23 10% | 42 14% | 10 6% | 31 12% | 1 * | 12 5% | 3 5% | 12 10% | 17 13% | 1 8% | 8 6% | 15 10% | 10 6% |

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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 | Green | Other | Con | Lab | LibDem |
| Unweighted base | 1000 | 441 | 559 | 69 | 151 | 166 | 154 | 140 | 319 | 372 | 215 | 119 | 267 | 137 | 248 | 57 | 121 | 111 | 12 | 151 | 206 | 170 |
| Weighted base | 1000 | 490 | 510 | 210 | 200 | 150 | 130 | 120 | 190 | 226 | 315 | 167 | 265 | 124 | 237 | 52 | 124 | 133 | 14 | 121 | 154 | 155 |
| Labour | 450 45% | 224 46% | 226 44% | 66 32% | 98 49% | 78 52% | 69 53% | 49 41% | 88 47% | 113 50% | 151 48% | 61 36% | 106 40% | 56 45% | 135 57% | 28 53% | 49 39% | 65 49% | 1 10% | 52 43% | 94 61% | 73 47% |
| The Liberal Democrat | 337 34% | 177 36% | 160 31% | 47 23% | 72 36% | 46 30% | 52 40% | 52 43% | 69 36% | 94 42% | 112 36% | 48 29% | 74 28% | 45 36% | 98 41% | 25 47% | 41 33% | 47 36% | 1 4% | 41 34% | 61 40% | 75 49% |
| The Conservatives | 290 29% | 154 31% | 136 27% | 59 28% | 61 31% | 49 32% | 37 29% | 31 26% | 54 28% | 66 29% | 95 30% | 46 27% | 78 29% | 48 39% | 72 30% | 15 28% | 34 27% | 48 36% | 2 12% | 32 26% | 51 33% | 45 29% |
| The UK Independence Party (UKIP) | 267 27% | 147 30% | 120 24% | 61 29% | 58 29% | 43 29% | 33 26% | 26 22% | 46 24% | 60 26% | 95 30% | 46 28% | 59 22% | 40 32% | 64 27% | 15 29% | 46 37% | 35 26% | 1 6% | 32 26% | 40 26% | 47 30% |
| None of them | 410 41% | 186 38% | 224 44% | 106 51% | 72 36% | 61 41% | 43 33% | 48 40% | 80 42% | 84 37% | 123 39% | 76 46% | 119 45% | 47 38% | 77 33% | 20 38% | 49 40% | 45 34% | 12 82% | 50 41% | 43 28% | 56 36% |
| Don't know | 18 2% | 9 2% | 9 2% | 2 1% | 6 3% | 2 1% | 3 2% | 3 3% | 2 1% | 5 2% | 2 1% | 8 5% | 3 1% | 2 1% | 3 1% | - | 2 2% | - | - | 3 2% | 4 3% | 1 1% |

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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 | Green | Other | Con | Lab | LibDem |
| Unweighted base | 1000 | 441 | 559 | 69 | 151 | 166 | 154 | 140 | 319 | 372 | 215 | 119 | 267 | 137 | 248 | 57 | 121 | 111 | 12 | 151 | 206 | 170 |
| Weighted base | 1000 | 490 | 510 | 210 | 200 | 150 | 130 | 120 | 190 | 226 | 315 | 167 | 265 | 124 | 237 | 52 | 124 | 133 | 14 | 121 | 154 | 155 |
| A Labour government | 361 | 173 | 188 | 89 | 68 | 48 | 46 | 53 | 55 | 71 | 106 | 62 | 108 | 2 | 183 | 3 | 31 | 59 | 7 | 9 | 119 | 39 |
| | 36% | 35% | 37% | 43% | 34% | 32% | 36% | 44% | 29% | 31% | 34% | 37% | 41% | 2% | 77% | 5% | 25% | 45% | 46% | 8% | 78% | 25% |
| A Conservative government | 206 | 128 | 78 | 39 | 24 | 25 | 34 | 26 | 59 | 49 | 65 | 43 | 46 | 96 | 3 | 4 | 41 | 11 | 2 | 78 | 7 | 22 |
| | 21% | 26% | 15% | 19% | 12% | 16% | 26% | 22% | 31% | 22% | 21% | 26% | 17% | 78% | 1% | 8% | 33% | 8% | 17% | 65% | 5% | 14% |
| A coalition between Labour and the Liberal Democrats | 148 | 69 | 80 | 30 | 36 | 28 | 18 | 13 | 22 | 46 | 46 | 26 | 26 | 2 | 43 | 21 | 11 | 29 | 2 | 6 | 14 | 54 |
| | 15% | 14% | 16% | 14% | 18% | 19% | 14% | 11% | 11% | 20% | 15% | 15% | 10% | 2% | 18% | 39% | 9% | 21% | 12% | 5% | 9% | 35% |
| A coalition between the Conservatives and the Liberal Democrats | 114 | 53 | 61 | 28 | 30 | 18 | 10 | 8 | 20 | 25 | 48 | 15 | 25 | 23 | 3 | 25 | 16 | 23 | 2 | 16 | 4 | 29 |
| | 11% | 11% | 12% | 14% | 15% | 12% | 7% | 7% | 10% | 11% | 15% | 9% | 10% | 18% | 1% | 47% | 13% | 17% | 17% | 13% | 2% | 19% |
| Don't know | 171 | 68 | 104 | 23 | 41 | 31 | 22 | 20 | 34 | 35 | 50 | 22 | 59 | 1 | 5 | * | 25 | 11 | 1 | 12 | 10 | 11 |
| | 17% | 14% | 20% | 11% | 20% | 21% | 17% | 17% | 18% | 16% | 16% | 13% | 22% | 1% | 2% | 1% | 20% | 8% | 8% | 10% | 6% | 7% |

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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 | 441 44% | 490 49% |
| Female | 559 56% | 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 | 69 7% | 210 21% |
| 25-34 | 151 15% | 200 20% |
| 35-44 | 166 17% | 150 15% |
| 45-54 | 154 15% | 130 13% |
| 55-64 | 140 14% | 120 12% |
| 65 or older | 319 32% | 190 19% |
| Refused | 1 * | 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 | 118 12% | 71 7% |
| B | 254 25% | 155 16% |
| C1 | 215 22% | 315 31% |
| C2 | 119 12% | 167 17% |
| D | 90 9% | 116 12% |
| E | 177 18% | 149 15% |
| Refused | 27 3% | 27 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 | 151 15% | 121 12% |
| Labour | 206 21% | 154 15% |
| Liberal Democrats | 170 17% | 155 15% |
| Another party | 92 9% | 96 10% |
| Did not vote | 268 27% | 381 38% |
| Refused | 73 7% | 51 5% |
| Don't know | 40 4% | 42 4% |