

Stockton South Poll

CATI Fieldwork : 26th June - 4th 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	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	441	559	67	120	149	195	184	285	326	223	118	297	237	285	27	145	18	10	252	274	86	
Weighted base	1000	490	510	120	160	180	190	160	190	220	305	200	239	214	280	25	161	22	12	232	242	91	
Certain to vote	(10)	515	269	246	33	71	72	117	94	127	123	154	104	112	144	161	12	106	15	5	180	161	46
		51%	55%	48%	28%	45%	40%	61%	58%	67%	56%	51%	52%	47%	67%	57%	48%	66%	65%	43%	77%	66%	50%
	(9)	33	23	10	-	2	12	4	8	7	7	7	12	7	10	11	3	4	-	-	8	9	9
		3%	5%	2%	-	1%	7%	2%	5%	4%	3%	2%	6%	3%	5%	4%	11%	2%	-	-	3%	4%	10%
	(8)	89	43	46	7	15	23	13	16	16	19	30	15	23	19	33	3	10	1	3	12	26	19
		9%	9%	9%	6%	9%	13%	7%	10%	9%	9%	10%	8%	10%	9%	12%	11%	6%	3%	30%	5%	11%	21%
	(7)	53	26	27	9	9	17	7	3	8	10	21	6	15	9	20	2	13	2	-	5	16	7
		5%	5%	5%	7%	6%	9%	4%	2%	4%	4%	7%	3%	6%	4%	7%	7%	8%	8%	-	2%	7%	8%
	(6)	28	13	15	8	6	4	3	4	2	10	8	5	4	10	8	*	7	-	-	8	7	1
		3%	3%	3%	7%	4%	2%	2%	3%	1%	5%	3%	3%	2%	4%	3%	1%	4%	-	-	3%	3%	1%
	(5)	76	26	50	26	19	7	10	6	9	14	25	12	22	7	28	2	9	1	-	9	7	5
		8%	5%	10%	22%	12%	4%	5%	4%	5%	6%	8%	6%	9%	3%	10%	7%	6%	4%	-	4%	3%	6%
	(4)	19	8	11	4	3	5	4	-	2	6	6	4	3	2	5	1	3	-	-	3	4	-
		2%	2%	2%	4%	2%	3%	2%	-	1%	3%	2%	2%	1%	1%	2%	6%	2%	-	-	1%	2%	-
	(3)	44	15	30	9	15	8	4	6	3	10	18	5	11	11	7	2	5	3	2	5	2	2
		4%	3%	6%	7%	9%	4%	2%	4%	2%	5%	6%	2%	5%	5%	3%	9%	3%	15%	14%	2%	1%	2%
	(2)	21	10	11	3	6	4	4	1	2	3	4	9	5	2	6	-	3	1	2	2	1	1
		2%	2%	2%	2%	4%	2%	2%	1%	1%	1%	1%	5%	2%	1%	2%	-	2%	5%	13%	1%	*	2%
Definitely would not vote	(1)	118	57	62	19	15	27	25	22	12	18	33	28	36	-	-	-	-	-	1	8	-	
		12%	12%	12%	16%	9%	15%	13%	14%	6%	8%	11%	14%	15%	-	-	-	-	-	1%	3%	-	
Don't know		3	1	2	2	-	1	-	-	*	*	-	-	1	-	-	-	-	-	*	-	-	
		*	*	*	1%	-	1%	-	-	*	*	-	-	*	-	-	-	-	-	*	-	-	
Mean		7.47	7.74	7.22	5.91	7.00	7.10	7.81	7.84	8.54	7.85	7.48	7.39	7.15	8.80	8.42	8.09	8.64	8.06	7.39	9.14	8.77	8.61
Standard deviation		3.27	3.20	3.31	3.22	3.26	3.34	3.32	3.29	2.65	3.02	3.19	3.44	3.41	2.12	2.24	2.48	2.20	3.00	3.23	1.91	2.21	1.90
Standard error		0.10	0.15	0.14	0.40	0.30	0.27	0.24	0.24	0.16	0.17	0.21	0.32	0.20	0.14	0.13	0.48	0.18	0.71	1.02	0.12	0.13	0.20

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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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	441	559	67	120	149	195	184	285	326	223	118	297	237	285	27	145	18	10	252	274	86
Weighted base	1000	490	510	120	160	180	190	160	190	220	305	200	239	214	280	25	161	22	12	232	242	91
Conservative	214	105	109	19	25	30	32	43	66	71	70	31	38	214	-	-	-	-	-	140	7	12
	21%	21%	21%	15%	16%	16%	17%	27%	35%	32%	23%	15%	16%	100%	-	-	-	-	-	60%	3%	13%
Labour	280	134	146	45	55	59	49	37	36	53	85	53	81	-	280	-	-	-	-	10	165	28
	28%	27%	29%	37%	35%	33%	26%	23%	19%	24%	28%	26%	34%	-	100%	-	-	-	-	4%	68%	30%
Liberal Democrat	25	8	17	3	5	7	4	5	2	11	8	2	3	-	-	25	-	-	-	3	1	18
	3%	2%	3%	2%	3%	4%	2%	3%	1%	5%	3%	1%	1%	-	-	100%	-	-	-	1%	*	19%
The UK Independence Party (UKIP)	161	94	67	2	26	30	43	32	28	25	48	50	32	-	-	-	161	-	-	41	35	14
	16%	19%	13%	2%	16%	17%	23%	20%	15%	12%	16%	25%	14%	-	-	-	100%	-	-	18%	14%	15%
The Green Party	22	8	14	8	3	3	5	1	2	5	5	4	7	-	-	-	-	22	-	1	3	3
	2%	2%	3%	7%	2%	2%	3%	1%	1%	2%	2%	2%	3%	-	-	-	-	100%	-	*	1%	4%
The British National Party (BNP)	7	5	2	-	2	-	2	2	2	1	-	3	3	-	-	-	-	-	7	-	2	2
	1%	1%	*	-	1%	-	1%	1%	1%	1%	-	2%	1%	-	-	-	-	-	61%	-	1%	2%
Some other party	5	2	2	-	2	-	2	1	1	1	3	-	1	-	-	-	-	-	5	2	-	-
	*	*	*	-	1%	-	1%	*	*	*	1%	-	*	-	-	-	-	-	39%	1%	-	-
Would not vote	118	57	62	19	15	27	25	22	12	18	33	28	36	-	-	-	-	-	-	1	8	-
	12%	12%	12%	16%	9%	15%	13%	14%	6%	8%	11%	14%	15%	-	-	-	-	-	-	1%	3%	-
Refused	46	20	26	-	2	6	8	7	23	12	17	6	7	-	-	-	-	-	-	10	6	1
	5%	4%	5%	-	1%	3%	4%	5%	12%	5%	5%	3%	3%	-	-	-	-	-	-	4%	2%	1%
Don't know	121	57	64	25	25	19	21	11	20	23	37	22	29	-	-	-	-	-	-	25	16	14
	12%	12%	13%	21%	15%	11%	11%	7%	11%	10%	12%	11%	12%	-	-	-	-	-	-	11%	7%	16%

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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	517	246	271	21	54	69	105	109	158	176	112	60	156	177	200	18	104	12	6	175	185	53
Weighted base	496	265	232	39	73	84	102	91	107	115	147	103	117	157	189	16	113	15	7	158	161	55
Conservative	157	76	80	12	13	20	26	32	53	51	48	24	30	157	-	-	-	-	-	115	6	10
	32%	29%	35%	32%	18%	23%	26%	35%	50%	44%	33%	24%	25%	100%	-	-	-	-	-	72%	4%	18%
Labour	189	99	90	21	36	38	39	30	26	35	56	38	55	-	189	-	-	-	-	8	128	20
	38%	37%	39%	53%	49%	45%	38%	32%	25%	30%	38%	37%	47%	-	100%	-	-	-	-	5%	79%	36%
Liberal Democrat	16	6	10	*	4	5	4	3	1	7	5	1	3	-	-	16	-	-	-	1	1	13
	3%	2%	4%	1%	6%	5%	4%	3%	1%	6%	4%	1%	2%	-	-	100%	-	-	-	1%	*	23%
The UK Independence Party (UKIP)	113	73	41	*	16	20	30	25	23	17	37	34	22	-	-	-	113	-	-	33	24	9
	23%	27%	18%	1%	21%	23%	29%	27%	22%	15%	25%	33%	19%	-	-	-	100%	-	-	21%	15%	16%
The Green Party	15	6	8	5	2	3	2	1	1	4	2	3	5	-	-	-	-	15	-	1	2	3
	3%	2%	4%	13%	3%	3%	2%	1%	1%	3%	1%	3%	5%	-	-	-	-	100%	-	1%	1%	6%
The British National Party (BNP)	6	4	2	-	2	-	1	1	2	1	-	2	2	-	-	-	-	-	6	-	1	1
	1%	2%	1%	-	2%	-	1%	1%	2%	1%	-	2%	2%	-	-	-	-	-	84%	-	1%	2%
Some other party	1	1	1	-	*	-	*	1	1	1	*	-	1	-	-	-	-	-	1	*	-	-
	*	*	*	-	*	-	*	1%	*	*	*	-	*	-	-	-	-	-	16%	*	-	-

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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	32%
Labour	38%
Liberal Democrat	4%
UKIP	22%
Green	3%
Other	1%

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Absolutes/col percents

Table 5

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	441	559	67	120	149	195	184	285	326	223	118	297	237	285	27	145	18	10	252	274	86
Weighted base	1000	490	510	120	160	180	190	160	190	220	305	200	239	214	280	25	161	22	12	232	242	91
Conservative	249 25%	122 25%	126 25%	23 19%	28 18%	29 16%	41 21%	48 30%	81 42%	78 35%	82 27%	36 18%	47 20%	197 92%	14 5%	3 13%	12 8%	- -	- -	157 68%	14 6%	14 15%
Labour	292 29%	141 29%	151 30%	44 37%	59 37%	59 33%	51 27%	43 27%	36 19%	53 24%	89 29%	63 31%	80 34%	2 1%	246 88%	1 2%	11 7%	2 10%	- -	12 5%	166 69%	31 34%
Liberal Democrat	29 3%	8 2%	21 4%	3 2%	5 3%	8 4%	4 2%	7 4%	3 2%	12 6%	9 3%	2 1%	5 2%	3 1%	3 1%	19 75%	1 1%	- -	- -	3 1%	1 1%	15 17%
The UK Independence Party (UKIP)	148 15%	87 18%	61 12%	6 5%	22 14%	33 18%	39 20%	24 15%	24 13%	22 10%	40 13%	47 23%	35 15%	4 2%	3 1%	2 7%	128 80%	- -	2 14%	34 15%	27 11%	18 19%
The Green Party	20 2%	4 1%	16 3%	5 4%	4 2%	3 2%	6 3%	2 1%	1 *	6 3%	7 2%	4 2%	4 2%	- -	2 1%	1 2%	- -	17 73%	- -	2 1%	2 1%	4 4%
The British National Party (BNP)	4 *	2 *	1 *	- -	1 1%	- -	2 1%	- -	1 *	1 1%	- -	2 1%	1 *	- -	- -	- -	- -	- -	4 30%	- -	2 1%	- -
Some other party	16 2%	5 1%	12 2%	- -	5 3%	3 2%	4 2%	2 1%	2 1%	2 1%	8 3%	2 1%	3 1%	2 1%	8 3%	- -	1 *	- -	5 39%	3 1%	7 3%	2 2%
Would not vote	118 12%	57 12%	62 12%	19 16%	15 9%	27 15%	25 13%	22 14%	12 6%	18 8%	33 11%	28 14%	36 15%	- -	- -	- -	- -	- -	- -	1 1%	8 3%	- -
Refused	36 4%	19 4%	16 3%	- -	2 1%	3 2%	8 4%	5 3%	17 9%	10 4%	12 4%	5 3%	5 2%	1 1%	- -	- -	- -	- -	1 8%	5 2%	4 2%	- -
Don't know	87 9%	44 9%	43 9%	20 17%	19 12%	15 8%	12 6%	8 5%	14 7%	18 8%	27 9%	13 6%	24 10%	4 2%	5 2%	- -	8 5%	4 17%	1 9%	14 6%	10 4%	8 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	Green	Other	Con	Lab	LibDem
Unweighted base	542	252	290	21	57	72	111	112	169	184	120	64	158	172	198	18	99	10	5	184	191	58
Weighted base	521	271	250	39	77	89	109	94	114	120	157	110	117	152	188	16	107	12	5	167	168	60
Conservative	179	88	91	15	15	19	32	37	62	54	59	27	34	143	10	3	10	-	-	127	10	11
	34%	33%	36%	38%	19%	22%	30%	39%	54%	46%	38%	25%	29%	94%	5%	16%	9%	-	-	76%	6%	18%
Labour	200	106	94	21	40	39	40	33	27	36	58	47	55	1	169	1	8	2	-	8	133	22
	38%	39%	38%	54%	52%	44%	37%	35%	24%	30%	37%	42%	47%	1%	90%	3%	8%	17%	-	5%	79%	36%
Liberal Democrat	18	5	12	*	4	5	4	3	2	7	5	1	4	2	2	11	1	-	-	1	1	10
	3%	2%	5%	1%	5%	5%	3%	4%	2%	6%	3%	1%	3%	1%	1%	68%	1%	-	-	1%	1%	16%
The UK Independence Party (UKIP)	99	63	35	*	12	21	26	19	20	15	29	31	20	4	1	2	87	-	1	28	16	13
	19%	23%	14%	1%	15%	24%	24%	20%	17%	12%	18%	28%	17%	3%	1%	9%	82%	-	19%	17%	9%	22%
The Green Party	13	3	10	2	3	3	3	1	1	4	3	3	2	-	1	*	-	10	-	2	2	3
	2%	1%	4%	6%	3%	3%	3%	2%	*	4%	2%	3%	2%	-	*	3%	-	83%	-	1%	1%	6%
The British National Party (BNP)	3	2	1	-	1	-	1	-	1	1	-	1	1	-	-	-	-	-	3	-	1	-
	1%	1%	*	-	1%	-	1%	-	1%	1%	-	1%	1%	-	-	-	-	-	61%	-	1%	-
Some other party	9	3	6	-	3	1	2	1	2	2	4	*	2	2	5	-	*	-	1	2	5	1
	2%	1%	3%	-	4%	2%	2%	1%	2%	2%	2%	*	2%	1%	3%	-	*	-	20%	1%	3%	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	35%
Labour	38%
Liberal Democrat	4%
UKIP	19%
Green	2%
Other	2%

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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	67	120	149	195	184	285	326	223	118	297	237	285	27	145	18	10	252	274	86
Weighted base	1000	490	510	120	160	180	190	160	190	220	305	200	239	214	280	25	161	22	12	232	242	91
I would not vote Liberal Democrat	709 71%	373 76%	336 66%	72 60%	110 68%	119 66%	158 83%	117 73%	133 70%	137 62%	236 77%	135 67%	182 76%	162 76%	202 72%	- -	142 88%	17 76%	11 93%	181 78%	189 78%	42 46%
I would not vote UKIP	559 56%	260 53%	298 58%	88 73%	85 53%	105 58%	95 50%	89 56%	97 51%	138 63%	170 56%	93 47%	144 60%	153 71%	218 78%	20 77%	- -	22 100%	5 45%	129 55%	151 62%	51 56%
I would not vote Conservative	512 51%	250 51%	262 51%	64 53%	85 53%	101 56%	114 60%	80 50%	68 36%	83 38%	146 48%	113 56%	156 65%	- -	215 77%	16 63%	122 76%	21 93%	10 87%	28 12%	182 75%	50 54%
I would not vote Labour	426 43%	223 46%	203 40%	33 27%	61 38%	64 36%	92 48%	75 47%	100 53%	91 42%	150 49%	82 41%	92 39%	159 74%	- -	11 42%	112 70%	11 49%	11 95%	169 73%	27 11%	32 35%
None of these - I would potentially vote for all of them	78 8%	31 6%	47 9%	15 13%	16 10%	10 6%	8 4%	11 7%	17 9%	16 7%	18 6%	24 12%	12 5%	6 3%	11 4%	1 5%	6 4%	- -	- -	9 4%	19 8%	9 9%
Don't know	11 1%	5 1%	6 1%	- -	1 *	4 2%	1 *	1 *	5 3%	2 1%	- -	2 1%	4 2%	- -	- -	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	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	441	559	67	120	149	195	184	285	326	223	118	297	237	285	27	145	18	10	252	274	86	
Weighted base	1000	490	510	120	160	180	190	160	190	220	305	200	239	214	280	25	161	22	12	232	242	91	
NET: Well	575	313	262	75	85	95	98	98	124	144	181	114	122	175	157	16	78	10	3	179	123	63	
	57%	64%	51%	63%	53%	53%	51%	61%	65%	66%	59%	57%	51%	82%	56%	63%	48%	43%	27%	77%	51%	69%	
Very well	(4)	39	27	12	5	3	6	4	6	15	11	5	11	11	26	6	-	2	-	-	24	5	3
		4%	6%	2%	4%	2%	3%	2%	4%	8%	5%	2%	6%	4%	12%	2%	-	1%	-	-	10%	2%	3%
Quite well	(3)	536	286	249	70	82	89	94	92	109	133	176	102	112	149	151	16	76	10	3	156	118	60
		54%	58%	49%	58%	51%	49%	49%	57%	57%	61%	57%	51%	47%	70%	54%	63%	47%	43%	27%	67%	49%	66%
Quite badly	(2)	315	131	184	34	64	64	66	47	41	61	95	62	86	30	104	7	67	8	6	43	98	18
		31%	27%	36%	28%	40%	35%	35%	29%	22%	28%	31%	31%	36%	14%	37%	28%	42%	35%	51%	18%	41%	20%
Very badly	(1)	83	32	52	11	7	17	23	13	11	12	23	16	24	4	15	2	12	5	1	9	16	7
		8%	6%	10%	9%	4%	10%	12%	8%	6%	5%	8%	8%	10%	2%	5%	9%	7%	22%	9%	4%	7%	7%
NET: Badly		398	163	236	45	71	81	89	60	53	73	118	78	109	35	119	9	79	13	7	52	114	25
		40%	33%	46%	37%	44%	45%	47%	37%	28%	33%	39%	39%	46%	16%	42%	37%	49%	57%	60%	23%	47%	27%
Don't know		27	14	12	-	4	4	3	2	13	2	6	9	7	4	4	-	4	-	2	1	5	3
		3%	3%	2%	-	3%	2%	2%	1%	7%	1%	2%	4%	3%	2%	2%	-	3%	-	13%	*	2%	4%
Mean		2.55	2.65	2.45	2.58	2.52	2.48	2.42	2.58	2.72	2.66	2.55	2.57	2.47	2.94	2.54	2.54	2.43	2.21	2.20	2.84	2.47	2.68
Standard deviation		0.71	0.69	0.71	0.72	0.62	0.72	0.74	0.70	0.71	0.66	0.66	0.73	0.74	0.59	0.64	0.66	0.65	0.80	0.64	0.65	0.65	0.67
Standard error		0.02	0.03	0.03	0.09	0.06	0.06	0.05	0.05	0.04	0.04	0.04	0.07	0.04	0.04	0.04	0.13	0.05	0.19	0.23	0.04	0.04	0.07

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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	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	441	559	67	120	149	195	184	285	326	223	118	297	237	285	27	145	18	10	252	274	86	
Weighted base	1000	490	510	120	160	180	190	160	190	220	305	200	239	214	280	25	161	22	12	232	242	91	
NET: Well	564	291	273	74	88	95	85	99	123	154	186	91	119	171	151	13	66	12	6	170	115	56	
	56%	59%	54%	61%	55%	53%	45%	62%	65%	70%	61%	45%	50%	80%	54%	51%	41%	55%	51%	73%	47%	62%	
Very well	(4)	60	46	14	10	12	8	7	11	13	19	17	8	14	26	10	2	3	-	2	27	7	7
		6%	9%	3%	8%	7%	5%	4%	7%	7%	9%	6%	4%	6%	12%	4%	8%	2%	-	21%	11%	3%	7%
Quite well	(3)	504	244	259	64	76	86	78	88	110	135	170	83	105	145	140	11	63	12	4	143	108	50
		50%	50%	51%	54%	48%	48%	41%	55%	58%	61%	56%	41%	44%	68%	50%	43%	39%	55%	30%	62%	44%	54%
Quite badly	(2)	302	133	169	38	55	60	67	45	36	51	81	75	87	35	108	10	59	7	3	41	95	27
		30%	27%	33%	32%	34%	34%	35%	28%	19%	23%	26%	37%	36%	16%	39%	38%	36%	30%	22%	18%	39%	30%
Very badly	(1)	99	50	49	5	12	22	34	13	13	12	31	24	23	4	17	3	25	1	3	16	25	6
		10%	10%	10%	5%	8%	12%	18%	8%	7%	6%	10%	12%	10%	2%	6%	10%	15%	5%	22%	7%	10%	7%
NET: Badly		401	183	218	44	67	82	101	58	49	64	111	99	110	39	125	12	83	8	5	58	120	33
		40%	37%	43%	37%	42%	46%	53%	36%	26%	29%	36%	49%	46%	18%	45%	49%	52%	35%	44%	25%	50%	37%
Don't know		35	16	19	2	5	3	4	3	18	2	8	11	10	3	5	-	11	2	1	5	7	2
		3%	3%	4%	2%	3%	2%	2%	2%	9%	1%	2%	5%	4%	1%	2%	-	7%	11%	5%	2%	3%	2%
Mean		2.54	2.61	2.48	2.66	2.56	2.46	2.31	2.62	2.71	2.74	2.58	2.40	2.48	2.92	2.52	2.49	2.30	2.56	2.53	2.79	2.42	2.63
Standard deviation		0.76	0.81	0.71	0.69	0.75	0.77	0.81	0.74	0.71	0.70	0.75	0.76	0.76	0.61	0.67	0.80	0.77	0.61	1.12	0.74	0.72	0.73
Standard error		0.02	0.04	0.03	0.09	0.07	0.06	0.06	0.06	0.04	0.04	0.05	0.07	0.04	0.04	0.04	0.15	0.07	0.15	0.37	0.05	0.04	0.08

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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	67	120	149	195	184	285	326	223	118	297	237	285	27	145	18	10	252	274	86
Weighted base	1000	490	510	120	160	180	190	160	190	220	305	200	239	214	280	25	161	22	12	232	242	91
I am satisfied with the job David Cameron is doing overall as Prime Minister	276 28%	142 29%	134 26%	31 25%	48 30%	41 23%	36 19%	52 32%	68 36%	75 34%	94 31%	47 24%	55 23%	129 60%	36 13%	7 28%	18 11%	3 11%	2 13%	113 49%	30 12%	28 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	311 31%	153 31%	158 31%	49 41%	38 24%	61 34%	58 31%	45 28%	59 31%	73 33%	92 30%	72 36%	66 28%	83 39%	50 18%	10 37%	79 49%	6 28%	2 17%	100 43%	47 19%	23 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.	305 31%	148 30%	157 31%	31 26%	57 35%	63 35%	70 37%	49 31%	36 19%	55 25%	89 29%	61 30%	91 38%	2 1%	186 66%	4 14%	43 27%	10 47%	5 43%	14 6%	144 60%	35 38%
Refused	27 3%	14 3%	14 3%	- -	3 2%	8 4%	6 3%	2 1%	8 4%	3 2%	12 4%	2 1%	5 2%	- -	3 1%	1 6%	4 2%	- -	- -	1 *	5 2%	1 2%
Don't know	81 8%	34 7%	47 9%	10 8%	14 9%	7 4%	19 10%	13 8%	19 10%	12 6%	19 6%	18 9%	22 9%	- -	6 2%	4 15%	17 11%	3 14%	3 27%	5 2%	16 7%	5 5%

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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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	441	559	67	120	149	195	184	285	326	223	118	297	237	285	27	145	18	10	252	274	86
Weighted base	1000	490	510	120	160	180	190	160	190	220	305	200	239	214	280	25	161	22	12	232	242	91
The Conservatives	378	202	176	25	49	54	80	79	91	95	115	84	72	113	96	6	75	9	3	120	98	38
	38%	41%	34%	21%	31%	30%	42%	49%	48%	43%	38%	42%	30%	53%	34%	24%	47%	41%	26%	52%	41%	41%
Labour	222	108	114	26	47	38	46	32	34	48	64	43	51	45	78	2	41	3	2	48	59	18
	22%	22%	22%	22%	29%	21%	24%	20%	18%	22%	21%	22%	21%	21%	28%	7%	25%	12%	14%	21%	25%	20%
The UK Independence Party (UKIP)	179	98	81	17	33	37	37	25	31	36	61	48	25	45	45	2	49	5	2	46	39	18
	18%	20%	16%	14%	20%	21%	19%	15%	16%	17%	20%	24%	11%	21%	16%	7%	31%	21%	17%	20%	16%	20%
The Liberal Democrat	93	50	43	6	13	17	21	17	19	26	27	18	17	20	25	1	23	-	2	18	20	11
	9%	10%	8%	5%	8%	9%	11%	11%	10%	12%	9%	9%	7%	9%	9%	4%	14%	-	14%	8%	8%	12%
None of them	492	230	263	72	84	96	89	70	82	92	156	97	133	78	146	16	65	10	5	90	124	38
	49%	47%	52%	60%	52%	53%	47%	44%	43%	42%	51%	48%	56%	36%	52%	64%	40%	46%	43%	39%	51%	41%
Don't know	18	10	8	5	3	6	2	1	2	6	9	2	1	4	2	-	1	-	-	1	-	-
	2%	2%	1%	4%	2%	3%	1%	1%	1%	3%	3%	1%	*	2%	1%	-	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	67	120	149	195	184	285	326	223	118	297	237	285	27	145	18	10	252	274	86
Weighted base	1000	490	510	120	160	180	190	160	190	220	305	200	239	214	280	25	161	22	12	232	242	91
A Labour government	415	194	220	55	84	85	81	59	50	69	125	88	122	4	244	2	67	13	5	15	192	37
	41%	40%	43%	46%	53%	47%	42%	37%	26%	32%	41%	44%	51%	2%	87%	8%	42%	60%	43%	7%	79%	40%
A Conservative government	294	149	145	23	37	46	52	58	79	89	93	56	48	187	4	-	37	2	4	170	12	17
	29%	30%	28%	19%	23%	25%	27%	36%	41%	41%	31%	28%	20%	87%	1%	-	23%	7%	30%	73%	5%	19%
A coalition between Labour and the Liberal Democrats	83	44	40	13	12	20	19	12	8	19	23	17	21	2	31	14	17	3	-	8	23	20
	8%	9%	8%	11%	8%	11%	10%	7%	4%	9%	7%	9%	9%	1%	11%	56%	10%	14%	-	3%	9%	22%
A coalition between the Conservatives and the Liberal Democrats	69	37	32	13	5	10	10	13	17	18	21	13	14	18	1	8	13	3	-	22	6	10
	7%	7%	6%	11%	3%	6%	5%	8%	9%	8%	7%	6%	6%	8%	1%	32%	8%	14%	-	9%	2%	11%
Don't know	139	66	73	16	21	19	29	18	37	24	44	27	33	2	1	1	27	1	3	18	10	8
	14%	13%	14%	13%	13%	11%	15%	11%	19%	11%	14%	13%	14%	1%	*	5%	17%	5%	27%	8%	4%	8%

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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	67 7%	120 12%
25-34	120 12%	160 16%
35-44	149 15%	180 18%
45-54	195 20%	190 19%
55-64	184 18%	160 16%
65 or older	285 29%	190 19%

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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	90 9%	59 6%
B	236 24%	160 16%
C1	223 22%	305 31%
C2	118 12%	200 20%
D	131 13%	122 12%
E	166 17%	117 12%
Refused	36 4%	36 4%

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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	252 25%	232 23%
Labour	274 27%	242 24%
Liberal Democrats	86 9%	91 9%
Another party	31 3%	43 4%
Did not vote	284 28%	328 33%
Refused	37 4%	28 3%
Don't know	36 4%	36 4%