

Thanet South Poll

CATI Fieldwork : 11th-16th 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	452	548	51	73	120	166	217	370	324	203	135	293	222	186	22	231	33	12	315	207	81	
Weighted base	1000	480	520	100	130	160	169	169	269	172	277	220	287	207	186	24	237	37	12	282	188	88	
Certain to vote	(10)	551	274	277	38	30	82	105	113	181	107	148	120	152	132	122	13	157	22	7	211	143	53
		55%	57%	53%	38%	23%	51%	62%	67%	67%	63%	53%	54%	53%	64%	66%	56%	66%	60%	59%	75%	76%	60%
	(9)	54	28	26	7	8	6	8	10	16	14	13	10	15	8	15	5	10	2	-	17	6	15
		5%	6%	5%	7%	6%	4%	5%	6%	6%	8%	5%	4%	5%	4%	8%	19%	4%	6%	-	6%	3%	17%
	(8)	76	31	44	6	19	8	15	7	19	18	19	18	17	19	11	3	25	2	1	22	13	7
		8%	7%	9%	6%	15%	5%	9%	4%	7%	11%	7%	8%	6%	9%	6%	14%	11%	6%	11%	8%	7%	8%
	(7)	49	25	24	8	11	13	5	3	9	6	19	9	15	12	7	-	9	4	1	11	2	5
		5%	5%	5%	8%	9%	8%	3%	2%	3%	3%	7%	4%	5%	6%	4%	-	4%	10%	8%	4%	1%	5%
	(6)	27	9	18	4	2	5	10	2	3	1	13	5	8	8	5	-	6	-	-	1	9	4
		3%	2%	3%	4%	2%	3%	6%	1%	1%	1%	5%	2%	3%	4%	3%	-	3%	-	-	*	5%	4%
	(5)	69	31	38	10	16	13	4	12	14	10	14	19	23	18	15	-	19	4	1	10	11	1
		7%	6%	7%	10%	12%	8%	2%	7%	5%	6%	5%	9%	8%	9%	8%	-	8%	10%	11%	3%	6%	1%
	(4)	17	6	11	2	5	4	1	3	2	1	9	-	7	5	3	2	1	2	1	5	-	2
		2%	1%	2%	2%	4%	2%	1%	2%	1%	1%	3%	-	2%	2%	2%	7%	1%	5%	12%	2%	-	2%
	(3)	22	11	11	3	8	5	3	*	3	2	9	6	4	6	6	-	6	-	-	3	-	-
		2%	2%	2%	3%	6%	3%	2%	*	1%	1%	3%	3%	1%	3%	3%	-	3%	-	-	1%	-	-
	(2)	20	10	10	8	4	1	1	4	3	1	5	6	8	1	2	1	4	1	-	1	1	-
		2%	2%	2%	8%	3%	*	1%	2%	1%	1%	2%	3%	3%	*	1%	4%	2%	3%	-	*	*	-
Definitely would not vote	(1)	110	53	57	13	28	23	15	13	18	11	26	28	39	-	-	-	-	-	-	2	3	1
		11%	11%	11%	13%	21%	14%	9%	8%	7%	6%	10%	13%	14%	-	-	-	-	-	-	1%	1%	1%
Refused		1	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	1	2	-	-	-	1	1	2	1	1	-	2	-	-	-	-	-	-	1	1	-
		*	*	*	-	-	-	*	1%	1%	*	*	-	1%	-	-	-	-	-	-	*	*	-
Mean		7.78	7.86	7.71	6.74	5.93	7.42	8.27	8.36	8.57	8.57	7.73	7.60	7.50	8.66	8.78	8.85	8.78	8.45	8.29	9.23	9.16	9.02
Standard deviation		3.16	3.16	3.15	3.41	3.40	3.31	2.88	2.90	2.67	2.55	3.09	3.30	3.35	2.10	2.11	2.06	2.08	2.32	2.39	1.68	1.84	1.70
Standard error		0.10	0.15	0.14	0.48	0.40	0.30	0.23	0.20	0.14	0.14	0.22	0.28	0.20	0.15	0.15	0.44	0.14	0.40	0.69	0.10	0.13	0.19

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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	452	548	51	73	120	166	217	370	324	203	135	293	222	186	22	231	33	12	315	207	81
Weighted base	1000	480	520	100	130	160	169	169	269	172	277	220	287	207	186	24	237	37	12	282	188	88
Conservative	207	115	92	12	26	23	34	38	73	46	64	39	49	207	-	-	-	-	-	144	6	10
	21%	24%	18%	12%	20%	15%	20%	23%	27%	27%	23%	18%	17%	100%	-	-	-	-	-	51%	3%	12%
Labour	186	80	106	20	32	22	36	32	44	36	54	37	50	-	186	-	-	-	-	2	109	24
	19%	17%	20%	20%	24%	14%	21%	19%	16%	21%	19%	17%	17%	-	100%	-	-	-	-	1%	58%	27%
Liberal Democrat	24	10	14	2	2	7	5	4	5	5	9	3	6	-	-	24	-	-	-	-	*	17
	2%	2%	3%	2%	1%	5%	3%	2%	2%	3%	3%	1%	2%	-	-	100%	-	-	-	-	*	19%
The UK Independence Party (UKIP)	237	123	113	18	24	40	49	47	57	27	66	69	70	-	-	-	237	-	-	87	43	8
	24%	26%	22%	18%	18%	25%	29%	28%	21%	16%	24%	31%	24%	-	-	-	100%	-	-	31%	23%	9%
The Green Party	37	25	12	8	8	8	3	5	5	8	10	10	9	-	-	-	-	37	-	4	4	10
	4%	5%	2%	8%	6%	5%	2%	3%	2%	4%	4%	5%	3%	-	-	-	100%	-	1%	2%	11%	
The British National Party (BNP)	4	3	*	2	-	1	*	-	-	*	-	-	3	-	-	-	-	-	4	-	-	-
	*	1%	*	2%	-	1%	*	-	-	*	-	-	1%	-	-	-	-	-	32%	-	-	-
Some other party	8	4	4	-	-	2	2	1	1	1	2	-	3	-	-	-	-	-	8	2	1	1
	1%	1%	1%	-	-	1%	1%	*	1%	1%	1%	-	1%	-	-	-	-	-	68%	1%	*	1%
Would not vote	110	53	57	13	28	23	15	13	18	11	26	28	39	-	-	-	-	-	-	2	3	1
	11%	11%	11%	13%	21%	14%	9%	8%	7%	6%	10%	13%	14%	-	-	-	-	-	-	1%	1%	1%
Refused	66	31	35	2	2	6	11	14	31	12	18	13	13	-	-	-	-	-	-	10	5	3
	7%	6%	7%	2%	1%	4%	7%	8%	11%	7%	7%	6%	5%	-	-	-	-	-	-	4%	3%	3%
Don't know	120	34	86	22	8	25	13	16	35	26	28	21	44	-	-	-	-	-	-	31	16	15
	12%	7%	17%	23%	6%	16%	8%	9%	13%	15%	10%	9%	15%	-	-	-	-	-	-	11%	9%	17%

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Absolutes/col percents

Table 3

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

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	529	261	268	20	30	59	94	121	202	190	106	71	142	167	141	17	172	24	8	212	144	51
Weighted base	505	263	241	39	50	76	99	95	144	99	140	114	134	146	135	18	172	25	8	191	129	56
Conservative	146	81	65	7	13	14	26	29	57	37	40	26	36	146	-	-	-	-	-	111	2	8
	29%	31%	27%	18%	26%	18%	26%	31%	40%	38%	29%	23%	27%	100%	-	-	-	-	-	58%	1%	14%
Labour	135	58	77	12	19	18	28	25	34	28	37	26	37	-	135	-	-	-	-	2	91	20
	27%	22%	32%	31%	39%	23%	28%	26%	24%	29%	27%	23%	28%	-	100%	-	-	-	-	1%	71%	36%
Liberal Democrat	18	6	12	2	1	5	4	2	4	4	7	3	3	-	-	18	-	-	-	-	*	13
	4%	2%	5%	4%	3%	6%	4%	3%	3%	4%	5%	2%	2%	-	-	100%	-	-	-	-	*	24%
The UK Independence Party (UKIP)	172	96	77	12	9	32	38	36	44	22	46	52	49	-	-	-	172	-	-	74	30	6
	34%	36%	32%	30%	19%	43%	38%	38%	30%	22%	33%	46%	37%	-	-	-	100%	-	-	39%	24%	11%
The Green Party	25	17	9	5	7	6	2	2	3	6	7	6	5	-	-	-	-	25	-	3	4	8
	5%	6%	4%	12%	14%	8%	2%	3%	2%	7%	5%	6%	3%	-	-	-	-	100%	-	1%	3%	14%
The British National Party (BNP)	2	2	*	2	-	*	*	-	-	*	-	-	2	-	-	-	-	-	2	-	-	-
	*	1%	*	5%	-	*	*	-	-	*	-	-	1%	-	-	-	-	-	26%	-	-	-
Some other party	6	3	2	-	-	1	2	1	1	1	2	-	3	-	-	-	-	-	6	2	1	*
	1%	1%	1%	-	-	1%	2%	1%	1%	1%	1%	-	2%	-	-	-	-	-	74%	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	30%
Labour	27%
Liberal Democrat	4%
UKIP	32%
Green	5%
Other	2%

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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	452	548	51	73	120	166	217	370	324	203	135	293	222	186	22	231	33	12	315	207	81
Weighted base	1000	480	520	100	130	160	169	169	269	172	277	220	287	207	186	24	237	37	12	282	188	88
Conservative	207	112	95	12	23	27	36	33	76	47	62	40	50	175	3	5	3	1	1	145	6	11
	21%	23%	18%	12%	17%	17%	21%	20%	28%	27%	22%	18%	17%	84%	2%	21%	1%	2%	11%	52%	3%	12%
Labour	199	87	111	23	31	26	40	33	45	40	55	39	55	8	169	1	2	5	2	10	109	25
	20%	18%	21%	23%	24%	17%	23%	19%	17%	23%	20%	18%	19%	4%	91%	2%	1%	12%	14%	4%	58%	28%
Liberal Democrat	26	9	17	2	2	9	4	4	6	7	8	2	8	4	-	17	1	2	2	1	1	18
	3%	2%	3%	2%	1%	6%	2%	2%	2%	4%	3%	1%	3%	2%	-	72%	1%	4%	17%	*	*	21%
The UK Independence Party (UKIP)	245	133	112	19	24	38	44	53	64	25	68	71	76	4	5	1	220	2	1	90	43	10
	24%	28%	22%	19%	19%	24%	26%	31%	24%	15%	24%	32%	26%	2%	3%	5%	93%	5%	12%	32%	23%	11%
The Green Party	35	21	14	5	10	8	6	3	3	6	14	9	5	-	4	-	1	22	-	1	5	11
	3%	4%	3%	5%	7%	5%	3%	2%	1%	3%	5%	4%	2%	-	2%	-	1%	59%	-	*	3%	12%
The British National Party (BNP)	*	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-
	*	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	3%	-	-	-
Some other party	4	2	2	-	1	1	1	1	*	1	1	-	1	1	-	-	-	-	3	-	1	-
	*	*	*	-	1%	1%	*	*	*	1%	*	-	*	*	-	-	-	-	24%	-	*	-
Would not vote	110	53	57	13	28	23	15	13	18	11	26	28	39	-	-	-	-	-	-	2	3	1
	11%	11%	11%	13%	21%	14%	9%	8%	7%	6%	10%	13%	14%	-	-	-	-	-	-	1%	1%	1%
Refused	41	19	22	2	-	4	10	11	15	8	14	6	8	-	-	-	-	-	-	3	3	1
	4%	4%	4%	2%	-	3%	6%	6%	5%	5%	5%	3%	3%	-	-	-	-	-	-	1%	1%	1%
Don't know	133	43	90	24	12	24	14	18	41	27	30	25	45	15	5	-	9	6	2	30	18	12
	13%	9%	17%	24%	9%	15%	8%	11%	15%	16%	11%	11%	16%	7%	3%	-	4%	17%	19%	11%	9%	14%

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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	545	265	280	20	29	62	96	123	213	191	108	73	150	158	137	17	167	19	7	220	144	55
Weighted base	519	266	253	37	48	80	101	96	153	100	142	117	139	137	133	18	168	21	7	200	130	60
Conservative	147	81	66	6	11	18	27	25	60	36	39	26	37	126	1	4	1	1	1	113	2	8
	28%	31%	26%	17%	22%	23%	26%	26%	39%	36%	28%	23%	27%	92%	1%	20%	1%	3%	12%	57%	1%	14%
Labour	147	64	83	16	17	21	31	25	35	32	39	29	41	5	126	1	2	4	1	8	92	21
	28%	24%	33%	42%	36%	27%	31%	26%	23%	32%	27%	24%	30%	4%	95%	3%	1%	20%	18%	4%	71%	35%
Liberal Democrat	20	6	14	2	1	6	4	3	4	6	7	2	3	2	-	13	1	1	2	1	*	14
	4%	2%	5%	5%	3%	7%	3%	3%	3%	6%	5%	1%	2%	2%	-	75%	*	4%	27%	*	*	24%
The UK Independence Party (UKIP)	179	100	79	12	10	30	35	40	50	20	48	55	52	3	3	*	164	*	*	77	31	7
	35%	38%	31%	31%	22%	37%	35%	42%	33%	20%	34%	47%	38%	2%	2%	2%	97%	1%	1%	39%	24%	12%
The Green Party	22	13	9	2	8	4	4	2	3	4	8	5	4	-	3	-	*	15	-	1	3	9
	4%	5%	4%	6%	17%	5%	3%	2%	2%	4%	6%	4%	3%	-	2%	-	*	72%	-	*	3%	15%
The British National Party (BNP)	*	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-
	*	-	*	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	2%	-	-	-
Some other party	3	2	1	-	*	1	1	1	*	1	1	-	1	*	-	-	-	-	3	-	1	-
	1%	1%	*	-	*	1%	1%	1%	*	1%	1%	-	1%	*	-	-	-	-	39%	-	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	29%
Labour	29%
Liberal Democrat	4%
UKIP	33%
Green	4%
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	452	548	51	73	120	166	217	370	324	203	135	293	222	186	22	231	33	12	315	207	81
Weighted base	1000	480	520	100	130	160	169	169	269	172	277	220	287	207	186	24	237	37	12	282	188	88
I would not vote Liberal Democrat	666 67%	331 69%	335 64%	53 53%	91 70%	101 63%	129 76%	116 68%	174 65%	109 63%	180 65%	161 73%	188 65%	140 68%	131 71%	- -	200 84%	27 73%	6 47%	213 76%	139 74%	29 33%
I would not vote UKIP	519 52%	243 51%	277 53%	58 58%	72 55%	86 54%	90 53%	78 46%	134 50%	109 64%	144 52%	103 47%	140 49%	145 70%	149 80%	21 86%	- -	34 90%	6 52%	135 48%	116 62%	71 81%
I would not vote Labour	502 50%	261 54%	241 46%	41 41%	53 41%	79 49%	89 53%	92 54%	147 55%	85 50%	133 48%	120 55%	145 51%	163 79%	- -	11 46%	179 76%	19 51%	5 46%	226 80%	27 15%	31 36%
I would not vote Conservative	493 49%	232 48%	261 50%	45 45%	69 54%	89 56%	93 55%	91 53%	103 38%	73 43%	143 51%	110 50%	146 51%	- -	145 78%	17 71%	164 69%	26 69%	6 53%	55 20%	156 83%	51 58%
None of these - I would potentially vote for all of them	77 8%	31 6%	47 9%	11 11%	11 9%	10 6%	8 5%	11 7%	25 9%	11 7%	19 7%	15 7%	29 10%	9 4%	8 4%	* 2%	11 5%	2 5%	1 12%	11 4%	8 4%	2 2%
Don't know	16 2%	7 1%	9 2%	2 2%	- -	4 2%	- -	2 1%	8 3%	1 *	4 1%	1 *	5 2%	2 1%	- -	- -	- -	- -	1 11%	2 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	452	548	51	73	120	166	217	370	324	203	135	293	222	186	22	231	33	12	315	207	81	
Weighted base	1000	480	520	100	130	160	169	169	269	172	277	220	287	207	186	24	237	37	12	282	188	88	
NET: Well	564	321	243	55	71	83	93	92	169	103	163	126	144	170	93	19	126	21	1	207	81	61	
	56%	67%	47%	55%	55%	52%	55%	55%	63%	60%	59%	57%	50%	82%	50%	78%	53%	57%	5%	73%	43%	69%	
Very well	(4)	41	26	15	3	4	3	7	11	13	6	13	12	8	17	5	-	11	-	-	21	5	2
		4%	5%	3%	3%	3%	2%	4%	7%	5%	3%	5%	6%	3%	8%	3%	-	5%	-	-	7%	3%	3%
Quite well	(3)	524	295	229	52	67	80	86	81	156	97	150	114	136	152	88	19	115	21	1	186	75	58
		52%	61%	44%	52%	52%	50%	51%	48%	58%	56%	54%	52%	47%	74%	47%	78%	48%	57%	5%	66%	40%	66%
Quite badly	(2)	301	106	195	32	43	53	58	56	59	53	80	67	93	32	72	4	73	14	10	54	78	22
		30%	22%	38%	32%	33%	33%	34%	33%	22%	31%	29%	30%	32%	15%	39%	15%	31%	37%	82%	19%	42%	25%
Very badly	(1)	108	41	66	13	12	23	17	17	24	11	29	24	38	2	19	2	34	2	2	14	25	5
		11%	9%	13%	13%	9%	14%	10%	10%	9%	6%	11%	11%	13%	1%	10%	7%	14%	6%	13%	5%	13%	6%
NET: Badly		409	148	261	45	55	75	75	73	83	64	109	91	131	34	91	5	107	16	11	68	103	27
		41%	31%	50%	45%	42%	47%	44%	43%	31%	37%	39%	41%	46%	17%	49%	22%	45%	43%	95%	24%	55%	31%
Don't know		27	11	15	-	4	1	2	4	17	5	5	2	12	3	2	-	4	-	-	7	4	-
		3%	2%	3%	-	3%	*	1%	2%	6%	3%	2%	1%	4%	2%	1%	-	2%	-	-	3%	2%	-
Mean		2.51	2.65	2.38	2.44	2.50	2.40	2.49	2.52	2.63	2.58	2.54	2.53	2.42	2.91	2.43	2.72	2.44	2.51	1.92	2.78	2.33	2.66
Standard deviation		0.75	0.72	0.75	0.76	0.71	0.75	0.74	0.77	0.73	0.67	0.75	0.77	0.76	0.53	0.72	0.59	0.80	0.61	0.43	0.66	0.74	0.63
Standard error		0.02	0.03	0.03	0.11	0.09	0.07	0.06	0.05	0.04	0.04	0.05	0.07	0.05	0.04	0.05	0.13	0.05	0.11	0.13	0.04	0.05	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	452	548	51	73	120	166	217	370	324	203	135	293	222	186	22	231	33	12	315	207	81	
Weighted base	1000	480	520	100	130	160	169	169	269	172	277	220	287	207	186	24	237	37	12	282	188	88	
NET: Well	571	309	261	69	79	71	89	97	166	113	165	130	131	169	109	15	117	18	1	200	92	52	
	57%	64%	50%	69%	61%	44%	53%	57%	62%	66%	60%	59%	46%	82%	58%	65%	49%	47%	9%	71%	49%	59%	
Very well	(4)	51	34	17	10	4	6	8	7	16	11	15	9	10	20	5	2	9	-	-	25	8	2
		5%	7%	3%	10%	3%	4%	5%	4%	6%	7%	6%	4%	3%	10%	3%	7%	4%	-	-	9%	4%	2%
Quite well	(3)	520	275	244	59	75	64	81	90	150	101	150	120	121	149	104	14	108	18	1	175	84	50
		52%	57%	47%	59%	58%	40%	48%	53%	56%	59%	54%	55%	42%	72%	56%	57%	45%	47%	9%	62%	45%	57%
Quite badly	(2)	299	113	187	26	35	64	53	57	63	46	80	67	101	28	57	6	82	13	8	55	68	28
		30%	24%	36%	26%	27%	40%	31%	34%	24%	27%	29%	30%	35%	14%	31%	26%	35%	35%	68%	20%	36%	32%
Very badly	(1)	96	46	50	6	12	18	21	12	26	8	24	19	41	5	18	2	28	6	3	15	24	5
		10%	10%	10%	6%	9%	11%	13%	7%	10%	5%	9%	8%	14%	3%	9%	7%	12%	16%	24%	5%	13%	6%
NET: Badly		395	159	236	31	47	82	75	69	90	55	104	85	142	34	75	8	111	19	11	70	92	33
		39%	33%	45%	31%	36%	51%	44%	41%	33%	32%	37%	39%	49%	16%	40%	32%	47%	51%	91%	25%	49%	38%
Don't know		34	12	22	-	4	7	6	4	14	5	8	5	14	4	2	1	9	1	-	12	4	3
		3%	3%	4%	-	3%	4%	3%	2%	5%	3%	3%	2%	5%	2%	1%	3%	4%	2%	-	4%	2%	3%
Mean		2.54	2.64	2.46	2.73	2.57	2.39	2.46	2.56	2.61	2.69	2.58	2.56	2.37	2.91	2.52	2.67	2.43	2.32	1.85	2.78	2.41	2.57
Standard deviation		0.74	0.76	0.72	0.71	0.70	0.75	0.78	0.69	0.76	0.67	0.73	0.71	0.78	0.58	0.71	0.73	0.76	0.75	0.57	0.68	0.77	0.64
Standard error		0.02	0.04	0.03	0.10	0.08	0.07	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.04	0.05	0.16	0.05	0.13	0.17	0.04	0.05	0.07

Thanet South 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	51	73	120	166	217	370	324	203	135	293	222	186	22	231	33	12	315	207	81
Weighted base	1000	480	520	100	130	160	169	169	269	172	277	220	287	207	186	24	237	37	12	282	188	88
I am satisfied with the job David Cameron is doing overall as Prime Minister	308 31%	167 35%	141 27%	33 33%	67 51%	29 18%	42 25%	43 25%	96 36%	53 31%	88 32%	70 32%	85 30%	138 67%	32 17%	5 20%	37 16%	6 17%	1 8%	130 46%	19 10%	26 29%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	327 33%	162 34%	165 32%	34 34%	21 16%	65 41%	62 37%	59 35%	85 32%	59 34%	89 32%	88 40%	80 28%	64 31%	21 11%	11 47%	125 53%	10 26%	6 50%	130 46%	45 24%	24 27%
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.	266 27%	111 23%	155 30%	25 25%	32 25%	51 32%	51 30%	52 31%	54 20%	45 26%	70 25%	48 22%	87 30%	4 2%	128 69%	8 33%	47 20%	16 43%	5 41%	10 4%	113 60%	32 37%
Refused	33 3%	16 3%	17 3%	- -	1 1%	9 5%	2 1%	7 4%	13 5%	8 4%	7 3%	6 3%	8 3%	- -	1 *	- -	7 3%	2 5%	- -	4 2%	1 *	1 1%
Don't know	66 7%	24 5%	42 8%	8 8%	9 7%	6 4%	13 7%	9 5%	21 8%	7 4%	23 8%	7 3%	26 9%	1 *	4 2%	- -	20 9%	3 9%	- -	6 2%	9 5%	6 6%

Thanet South 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	51	73	120	166	217	370	324	203	135	293	222	186	22	231	33	12	315	207	81
Weighted base	1000	480	520	100	130	160	169	169	269	172	277	220	287	207	186	24	237	37	12	282	188	88
The UK Independence Party (UKIP)	179	97	82	16	25	38	30	24	45	36	47	37	51	29	43	5	53	7	1	42	39	21
	18%	20%	16%	16%	20%	24%	18%	14%	17%	21%	17%	17%	18%	14%	23%	20%	22%	19%	9%	15%	21%	23%
Labour	110	56	53	16	20	20	16	11	26	18	26	36	27	23	38	3	19	1	4	19	28	10
	11%	12%	10%	17%	15%	13%	10%	7%	10%	11%	9%	16%	9%	11%	20%	11%	8%	3%	30%	7%	15%	12%
The Conservatives	97	53	44	11	12	25	11	9	29	16	25	32	20	30	24	3	17	1	1	30	17	7
	10%	11%	8%	11%	9%	15%	7%	5%	11%	9%	9%	15%	7%	14%	13%	11%	7%	4%	9%	11%	9%	7%
The Liberal Democrat	43	31	12	5	12	11	5	5	6	8	11	11	10	10	10	2	9	1	2	10	4	7
	4%	6%	2%	5%	9%	7%	3%	3%	2%	5%	4%	5%	3%	5%	5%	8%	4%	3%	17%	4%	2%	8%
None of them	739	350	389	77	94	107	132	133	195	121	216	155	213	154	120	19	173	28	7	211	132	67
	74%	73%	75%	78%	72%	67%	78%	78%	73%	70%	78%	70%	74%	74%	65%	80%	73%	76%	60%	75%	70%	76%
Don't know	11	5	6	-	-	5	-	*	6	1	1	5	3	4	3	-	*	1	-	4	1	-
	1%	1%	1%	-	-	3%	-	*	2%	1%	*	2%	1%	2%	2%	-	*	2%	-	1%	1%	-

Thanet South 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	Green	Other	Con	Lab	LibDem
Unweighted base	1000	452	548	51	73	120	166	217	370	324	203	135	293	222	186	22	231	33	12	315	207	81
Weighted base	1000	480	520	100	130	160	169	169	269	172	277	220	287	207	186	24	237	37	12	282	188	88
A Conservative government	333 33%	182 38%	151 29%	35 35%	22 17%	47 29%	52 31%	61 36%	114 42%	58 34%	96 35%	81 37%	88 31%	166 80%	-	1 5%	89 38%	8 22%	4 32%	205 73%	14 7%	8 9%
A Labour government	297 30%	137 29%	159 31%	39 39%	53 41%	38 24%	55 32%	49 29%	61 23%	44 25%	79 29%	62 28%	93 33%	3 1%	147 79%	2 7%	56 24%	10 26%	5 44%	6 2%	126 67%	22 25%
A coalition between Labour and the Liberal Democrats	109 11%	55 12%	54 10%	5 5%	20 16%	26 17%	22 13%	16 9%	19 7%	22 13%	31 11%	25 11%	25 9%	3 1%	37 20%	12 49%	27 11%	14 37%	1 5%	8 3%	33 18%	31 35%
A coalition between the Conservatives and the Liberal Democrats	91 9%	42 9%	49 9%	6 7%	10 7%	18 11%	17 10%	16 10%	24 9%	19 11%	26 9%	19 9%	26 9%	32 15%	-	9 37%	17 7%	4 10%	1 8%	29 10%	3 2%	17 20%
Don't know	171 17%	64 13%	107 21%	15 15%	24 19%	30 19%	23 13%	27 16%	51 19%	28 17%	45 16%	31 14%	54 19%	3 2%	2 1%	*	47 20%	2 5%	1 11%	34 12%	11 6%	11 12%

Thanet South Poll
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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	452 45%	480 48%
Female	548 55%	520 52%

Thanet South 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	1000	1000
Weighted base	1000	1000
18-24	51 5%	100 10%
25-34	73 7%	130 13%
35-44	120 12%	160 16%
45-54	166 17%	169 17%
55-64	217 22%	169 17%
65 or older	370 37%	269 27%
Refused	3 *	3 *

Thanet South Poll
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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	108 11%	55 6%
B	216 22%	117 12%
C1	203 20%	277 28%
C2	135 14%	220 22%
D	92 9%	104 10%
E	201 20%	182 18%
Refused	45 5%	45 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	1000	1000
Weighted base	1000	1000
Conservative	315 32%	282 28%
Labour	207 21%	188 19%
Liberal Democrats	81 8%	88 9%
Another party	55 6%	39 4%
Did not vote	253 25%	324 32%
Refused	58 6%	48 5%
Don't know	31 3%	32 3%