

Southampton Itchen Poll

CATI Fieldwork : 31st July - 11th August 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	451	549	42	150	181	162	168	294	321	218	151	272	239	229	45	153	25	10	266	206	104	
Weighted base	1000	500	500	179	199	160	160	120	179	164	298	221	279	194	237	54	162	30	14	190	189	106	
Certain to vote	(10)	435	231	204	33	71	69	83	63	112	88	132	88	116	131	113	23	75	13	5	133	130	59
		43%	46%	41%	18%	36%	44%	52%	53%	63%	54%	44%	40%	42%	68%	48%	42%	46%	42%	35%	70%	69%	56%
	(9)	72	40	31	19	12	13	6	10	12	32	14	13	15	20	12	7	5	-	19	16	12	
		7%	8%	6%	10%	6%	8%	4%	9%	7%	7%	11%	6%	5%	8%	9%	23%	4%	16%	-	10%	9%	11%
	(8)	105	46	59	6	26	25	17	11	20	18	33	28	22	22	29	7	17	3	-	21	13	18
		10%	9%	12%	4%	13%	16%	11%	9%	11%	11%	13%	8%	11%	12%	13%	10%	10%	-	11%	7%	17%	
	(7)	48	20	28	12	13	7	5	6	5	7	23	9	8	9	15	3	14	-	1	4	7	
		5%	4%	6%	6%	6%	5%	3%	5%	3%	4%	8%	4%	3%	4%	6%	6%	9%	-	1%	2%	7%	
	(6)	15	11	4	4	3	3	2	2	2	4	3	2	1	5	1	3	3	-	*	6	3	
		2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%	*	2%	2%	2%	9%	-	*	3%	3%	
	(5)	96	44	51	32	18	12	13	10	11	12	27	22	33	11	33	2	28	-	2	7	14	3
		10%	9%	10%	18%	9%	8%	8%	9%	6%	7%	9%	10%	12%	6%	14%	3%	17%	-	15%	4%	7%	2%
	(4)	21	9	12	5	10	1	2	2	1	4	1	4	8	-	6	-	8	-	-	1	3	-
		2%	2%	2%	3%	5%	1%	1%	2%	1%	2%	*	2%	3%	-	2%	-	5%	-	-	1%	1%	-
	(3)	47	21	26	26	12	3	3	1	3	6	8	19	14	5	12	6	5	5	6	1	-	1
		5%	4%	5%	14%	6%	2%	2%	1%	2%	4%	3%	8%	5%	3%	5%	10%	3%	18%	41%	1%	-	1%
	(2)	27	11	16	3	10	5	5	2	2	2	6	4	10	1	4	-	6	1	1	3	1	3
		3%	2%	3%	2%	5%	3%	3%	1%	1%	1%	2%	2%	4%	*	2%	-	3%	4%	8%	1%	*	2%
Definitely would not vote	(1)	134	66	68	40	25	21	24	12	10	13	32	32	53	-	-	-	-	-	3	3	1	
		13%	13%	14%	23%	13%	13%	15%	10%	6%	8%	11%	14%	19%	-	-	-	-	-	1%	2%	1%	
Refused		1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	
		*	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	-	-	
Don't know		1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
		*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Mean		7.16	7.32	7.00	5.32	6.73	7.42	7.41	7.91	8.51	7.96	7.60	6.89	6.57	9.05	8.09	8.34	7.78	7.69	5.68	9.12	8.96	8.76
Standard deviation		3.33	3.32	3.35	3.34	3.34	3.24	3.43	3.01	2.60	2.93	3.06	3.40	3.63	1.74	2.36	2.22	2.52	2.89	3.40	1.89	2.00	1.93
Standard error		0.11	0.16	0.14	0.52	0.27	0.24	0.27	0.23	0.15	0.16	0.21	0.28	0.22	0.11	0.16	0.33	0.20	0.58	1.07	0.12	0.14	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	451	549	42	150	181	162	168	294	321	218	151	272	239	229	45	153	25	10	266	206	104
Weighted base	1000	500	500	179	199	160	160	120	179	164	298	221	279	194	237	54	162	30	14	190	189	106
Conservative	194	95	98	17	34	29	40	22	51	39	60	46	45	194	-	-	-	-	-	128	11	10
	19%	19%	20%	9%	17%	18%	25%	18%	28%	24%	20%	21%	16%	100%	-	-	-	-	-	67%	6%	9%
Labour	237	114	123	42	53	43	32	28	38	39	76	45	68	-	237	-	-	-	-	3	120	18
	24%	23%	25%	23%	27%	27%	20%	23%	21%	24%	26%	20%	25%	-	100%	-	-	-	-	2%	64%	17%
Liberal Democrat	54	40	14	14	13	11	3	6	6	10	24	6	13	-	-	54	-	-	-	4	3	33
	5%	8%	3%	8%	6%	7%	2%	5%	4%	6%	8%	3%	5%	-	-	100%	-	-	-	2%	2%	31%
The UK Independence Party (UKIP)	162	96	66	23	31	25	27	28	30	14	45	55	43	-	-	-	162	-	-	31	27	14
	16%	19%	13%	13%	15%	16%	17%	23%	17%	9%	15%	25%	15%	-	-	-	100%	-	-	16%	14%	14%
The Green Party	30	18	12	9	8	5	1	6	1	10	7	9	4	-	-	-	-	30	-	2	1	12
	3%	4%	2%	5%	4%	3%	*	5%	*	6%	3%	4%	1%	-	-	-	-	100%	-	1%	1%	11%
The British National Party (BNP)	4	4	*	-	1	1	2	*	-	1	-	2	1	-	-	-	-	-	4	-	-	-
	*	1%	*	-	*	1%	1%	*	-	1%	-	1%	*	-	-	-	-	-	28%	-	-	-
Some other party	10	2	8	5	2	1	-	-	1	1	5	1	4	-	-	-	-	-	10	1	-	3
	1%	*	2%	3%	1%	1%	-	-	1%	*	2%	*	1%	-	-	-	-	-	72%	1%	-	3%
Would not vote	134	66	68	40	25	21	24	12	10	13	32	32	53	-	-	-	-	-	-	3	3	1
	13%	13%	14%	23%	13%	13%	15%	10%	6%	8%	11%	14%	19%	-	-	-	-	-	-	1%	2%	1%
Refused	45	15	30	2	-	2	10	10	22	6	17	3	13	-	-	-	-	-	-	7	7	*
	5%	3%	6%	1%	-	1%	6%	8%	12%	4%	6%	1%	5%	-	-	-	-	-	-	4%	4%	*
Don't know	130	51	79	28	32	20	22	8	19	31	31	22	35	-	-	-	-	-	-	12	16	15
	13%	10%	16%	16%	16%	13%	13%	7%	11%	19%	10%	10%	12%	-	-	-	-	-	-	6%	9%	14%

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Table 3

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	500	249	251	11	67	91	82	87	160	178	116	75	122	186	161	33	98	18	5	188	138	64
Weighted base	451	250	201	48	85	80	77	63	97	85	146	105	105	149	149	37	95	18	5	136	127	68
Conservative	149	76	73	15	23	22	32	16	41	30	49	37	31	149	-	-	-	-	-	107	9	7
	33%	30%	36%	31%	27%	28%	41%	25%	42%	36%	33%	35%	29%	100%	-	-	-	-	-	79%	7%	11%
Labour	149	71	78	15	30	30	23	20	30	28	51	30	38	-	149	-	-	-	-	2	97	15
	33%	29%	39%	31%	35%	38%	30%	32%	31%	33%	35%	28%	36%	-	100%	-	-	-	-	1%	77%	22%
Liberal Democrat	37	26	11	7	10	6	3	5	5	8	18	5	6	-	-	37	-	-	-	3	3	27
	8%	10%	5%	14%	12%	8%	4%	8%	5%	9%	12%	5%	6%	-	-	100%	-	-	-	2%	2%	39%
The UK Independence Party (UKIP)	95	61	34	8	15	16	18	17	20	10	24	31	26	-	-	-	95	-	-	22	17	11
	21%	24%	17%	17%	18%	20%	23%	27%	21%	11%	16%	29%	25%	-	-	-	100%	-	-	16%	13%	16%
The Green Party	18	13	5	4	5	4	*	4	1	8	5	2	3	-	-	-	-	18	-	1	1	7
	4%	5%	3%	7%	6%	5%	1%	7%	1%	9%	4%	2%	3%	-	-	-	-	100%	-	1%	1%	10%
The British National Party (BNP)	2	2	*	-	1	*	1	*	-	1	-	1	*	-	-	-	-	-	2	-	-	-
	*	1%	*	-	1%	*	2%	*	-	1%	-	1%	*	-	-	-	-	-	46%	-	-	-
Some other party	3	1	1	*	1	1	-	-	1	1	*	*	2	-	-	-	-	-	3	1	-	1
	1%	*	1%	*	1%	1%	-	-	1%	1%	*	*	2%	-	-	-	-	-	54%	1%	-	2%

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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	33%
Labour	33%
Liberal Democrat	9%
UKIP	20%
Green	4%
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	451	549	42	150	181	162	168	294	321	218	151	272	239	229	45	153	25	10	266	206	104
Weighted base	1000	500	500	179	199	160	160	120	179	164	298	221	279	194	237	54	162	30	14	190	189	106
Conservative	215 22%	99 20%	117 23%	23 13%	41 20%	29 18%	40 25%	21 18%	60 33%	41 25%	83 28%	39 18%	50 18%	167 86%	13 6%	- -	11 7%	3 10%	5 35%	132 69%	13 7%	8 7%
Labour	246 25%	121 24%	124 25%	39 22%	53 26%	46 29%	35 22%	32 27%	40 22%	49 30%	69 23%	49 22%	71 26%	7 4%	204 86%	5 10%	3 2%	5 17%	1 5%	7 3%	131 69%	23 21%
Liberal Democrat	65 6%	42 8%	23 5%	15 8%	15 7%	16 10%	6 4%	6 5%	8 4%	12 7%	27 9%	17 8%	7 3%	10 5%	5 2%	39 73%	4 2%	- -	- -	7 4%	1 *	36 34%
The UK Independence Party (UKIP)	167 17%	101 20%	66 13%	33 19%	32 16%	23 15%	28 17%	26 22%	25 14%	15 9%	39 13%	54 24%	53 19%	6 3%	- -	5 10%	141 87%	- -	2 14%	26 13%	24 13%	18 17%
The Green Party	26 3%	12 2%	14 3%	10 6%	4 2%	4 2%	- -	7 6%	2 1%	5 3%	10 3%	7 3%	4 1%	- -	1 *	1 1%	- -	18 60%	- -	2 1%	1 *	6 6%
The British National Party (BNP)	2 *	2 *	- -	- -	1 *	1 1%	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	2 14%	- -	- -	- -
Some other party	5 *	3 1%	2 *	- -	3 1%	1 1%	- -	- -	1 *	1 *	- -	1 *	3 1%	- -	1 *	- -	- -	- -	4 29%	- -	- -	3 3%
Would not vote	134 13%	66 13%	68 14%	40 23%	25 13%	21 13%	24 15%	12 10%	10 6%	13 8%	32 11%	32 14%	53 19%	- -	- -	- -	- -	- -	- -	3 1%	3 2%	1 1%
Refused	30 3%	8 2%	22 4%	- -	- -	2 1%	7 4%	7 6%	15 8%	2 1%	12 4%	2 1%	10 4%	- -	- -	- -	- -	- -	- -	2 1%	3 1%	- -
Don't know	111 11%	47 9%	64 13%	19 11%	27 14%	16 10%	20 12%	9 7%	19 11%	26 16%	26 9%	20 9%	26 9%	3 2%	14 6%	3 6%	3 2%	4 13%	1 4%	12 6%	13 7%	12 11%

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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

	Gender		Age						SEG				Voting Intention						2010 Vote			
	Total	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	526	253	273	14	70	96	85	88	171	188	123	77	127	183	154	29	94	16	4	195	142	70
Weighted base	477	258	220	56	89	83	80	64	103	91	155	106	115	147	142	34	92	16	4	139	132	71
Conservative	160	75	84	11	28	23	33	16	48	33	59	30	36	130	5	-	10	3	*	112	11	7
	33%	29%	38%	19%	32%	27%	41%	24%	47%	36%	38%	28%	31%	88%	4%	-	10%	16%	2%	80%	8%	9%
Labour	162	81	81	17	32	33	25	23	31	36	51	32	40	5	133	4	2	4	1	5	105	17
	34%	31%	37%	31%	35%	40%	32%	36%	30%	40%	33%	30%	35%	3%	94%	12%	3%	27%	13%	4%	80%	24%
Liberal Democrat	46	30	16	12	11	9	3	4	6	8	19	12	6	8	3	29	1	-	-	4	1	30
	10%	11%	7%	22%	12%	11%	4%	6%	6%	8%	12%	12%	5%	5%	2%	86%	1%	-	-	3%	1%	42%
The UK Independence Party (UKIP)	93	60	33	13	14	15	19	16	16	10	20	30	29	5	-	*	79	-	1	17	15	12
	19%	23%	15%	23%	16%	18%	23%	26%	16%	11%	13%	28%	25%	3%	-	*	86%	-	35%	12%	11%	17%
The Green Party	15	9	5	3	3	2	-	5	1	4	7	1	3	-	1	1	-	9	-	1	1	4
	3%	4%	2%	6%	3%	3%	-	8%	1%	4%	4%	1%	3%	-	1%	2%	-	58%	-	1%	1%	5%
The British National Party (BNP)	1	1	-	-	1	*	-	-	-	1	-	-	*	-	-	-	-	-	1	-	-	-
	*	*	-	-	1%	*	-	-	-	1%	-	-	*	-	-	-	-	-	17%	-	-	-
Some other party	2	2	*	-	1	1	-	-	*	*	-	*	1	-	*	-	-	-	1	-	-	1
	*	1%	*	-	1%	1%	-	-	*	1%	-	*	1%	-	*	-	-	-	32%	-	-	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	34%
Labour	34%
Liberal Democrat	10%
UKIP	19%
Green	3%
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	451	549	42	150	181	162	168	294	321	218	151	272	239	229	45	153	25	10	266	206	104
Weighted base	1000	500	500	179	199	160	160	120	179	164	298	221	279	194	237	54	162	30	14	190	189	106
I would not vote Liberal Democrat	608	310	298	109	106	90	105	84	112	90	181	143	183	130	150	-	120	21	11	134	135	30
	61%	62%	60%	61%	53%	56%	66%	70%	63%	55%	61%	65%	65%	67%	63%	-	74%	71%	78%	70%	71%	28%
I would not vote UKIP	580	282	297	121	123	103	83	64	83	111	192	115	150	136	177	45	-	27	9	105	119	75
	58%	56%	59%	68%	62%	64%	52%	53%	46%	68%	64%	52%	54%	70%	74%	84%	-	91%	67%	55%	63%	71%
I would not vote Conservative	507	265	242	98	109	88	73	63	76	72	147	115	157	-	185	30	103	15	7	19	138	67
	51%	53%	48%	54%	55%	55%	46%	52%	42%	44%	49%	52%	56%	-	78%	56%	64%	51%	48%	10%	73%	63%
I would not vote Labour	433	232	201	59	82	66	78	56	91	62	126	95	138	137	-	19	111	14	13	146	22	41
	43%	46%	40%	33%	41%	41%	49%	46%	51%	38%	42%	43%	49%	71%	-	35%	68%	48%	93%	77%	11%	39%
None of these - I would potentially vote for all of them	82	39	43	17	18	5	18	9	15	15	16	17	20	11	17	-	11	-	*	6	15	3
	8%	8%	9%	9%	9%	3%	11%	7%	8%	9%	5%	8%	7%	6%	7%	-	6%	-	2%	3%	8%	2%
Don't know	18	2	15	5	-	4	1	1	6	*	8	1	6	1	1	-	5	-	-	1	1	-
	2%	*	3%	3%	-	2%	1%	1%	3%	*	3%	1%	2%	*	*	-	3%	-	-	1%	1%	-

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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	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	451	549	42	150	181	162	168	294	321	218	151	272	239	229	45	153	25	10	266	206	104	
Weighted base	1000	500	500	179	199	160	160	120	179	164	298	221	279	194	237	54	162	30	14	190	189	106	
NET: Well	600	325	275	117	117	88	93	69	115	115	173	139	153	163	133	44	80	18	10	151	87	73	
	60%	65%	55%	65%	59%	55%	59%	57%	64%	71%	58%	63%	55%	84%	56%	81%	49%	61%	71%	79%	46%	69%	
Very well	(4)	50	36	14	11	8	11	7	2	10	4	19	14	13	16	12	2	5	-	-	12	10	4
		5%	7%	3%	6%	4%	7%	4%	2%	6%	2%	6%	7%	5%	8%	5%	5%	3%	-	-	6%	5%	4%
Quite well	(3)	550	289	261	106	110	77	87	66	105	112	155	124	140	147	121	41	75	18	10	140	76	69
		55%	58%	52%	59%	55%	48%	54%	55%	58%	68%	52%	56%	50%	76%	51%	77%	46%	61%	71%	73%	40%	65%
Quite badly	(2)	278	123	155	45	54	58	41	37	41	33	82	63	87	29	83	8	58	8	3	31	81	28
		28%	25%	31%	25%	27%	36%	26%	31%	23%	20%	27%	29%	31%	15%	35%	16%	35%	28%	24%	16%	43%	26%
Very badly	(1)	79	38	41	13	15	9	21	10	11	9	32	11	25	*	11	*	24	3	1	4	13	3
		8%	8%	8%	7%	7%	6%	13%	9%	6%	6%	11%	5%	9%	*	5%	1%	15%	11%	6%	2%	7%	3%
NET: Badly		357	160	196	58	69	67	62	47	53	43	114	74	112	29	94	9	82	12	4	35	94	31
		36%	32%	39%	32%	35%	42%	39%	40%	29%	26%	38%	34%	40%	15%	40%	16%	50%	39%	29%	18%	50%	29%
Don't know		43	14	29	5	13	4	4	4	12	5	11	8	14	1	10	1	1	-	-	4	9	2
		4%	3%	6%	3%	7%	3%	2%	3%	7%	3%	4%	4%	5%	1%	4%	2%	1%	-	-	2%	5%	2%
Mean		2.60	2.67	2.53	2.66	2.59	2.59	2.51	2.52	2.68	2.70	2.56	2.67	2.53	2.93	2.59	2.87	2.37	2.50	2.65	2.85	2.47	2.71
Standard deviation		0.71	0.73	0.69	0.71	0.70	0.71	0.78	0.69	0.69	0.62	0.77	0.68	0.73	0.49	0.67	0.47	0.77	0.70	0.61	0.54	0.71	0.59
Standard error		0.02	0.03	0.03	0.11	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.06	0.05	0.03	0.05	0.07	0.06	0.14	0.19	0.03	0.05	0.06

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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	451	549	42	150	181	162	168	294	321	218	151	272	239	229	45	153	25	10	266	206	104	
Weighted base	1000	500	500	179	199	160	160	120	179	164	298	221	279	194	237	54	162	30	14	190	189	106	
NET: Well	658	353	305	161	132	89	97	65	113	124	208	147	156	173	143	48	95	22	9	154	86	81	
	66%	71%	61%	90%	66%	56%	61%	54%	63%	76%	70%	66%	56%	89%	60%	89%	58%	76%	64%	81%	45%	76%	
Very well	(4)	62	55	7	24	13	6	5	3	10	8	19	21	9	21	10	2	7	-	-	16	7	8
	6%	11%	1%	13%	7%	4%	3%	3%	6%	5%	6%	9%	3%	11%	4%	5%	4%	-	-	9%	4%	7%	
Quite well	(3)	595	298	298	137	119	83	91	62	103	116	189	126	148	152	133	46	88	22	9	138	79	73
	60%	60%	60%	76%	59%	52%	57%	52%	57%	71%	63%	57%	53%	78%	56%	85%	54%	76%	64%	72%	42%	69%	
Quite badly	(2)	238	104	134	15	51	49	43	41	40	28	73	58	72	17	62	5	57	6	5	29	70	20
	24%	21%	27%	8%	25%	31%	27%	34%	22%	17%	24%	26%	26%	9%	26%	9%	35%	21%	34%	15%	37%	19%	
Very badly	(1)	66	25	40	-	8	15	16	12	14	7	11	9	37	2	21	1	8	1	*	3	20	4
	7%	5%	8%	-	4%	9%	10%	10%	8%	4%	4%	4%	13%	1%	9%	2%	5%	3%	2%	1%	10%	4%	
NET: Badly	304	129	175	15	59	64	59	53	53	35	84	67	109	20	83	6	65	7	5	32	90	24	
	30%	26%	35%	8%	30%	40%	37%	44%	30%	21%	28%	30%	39%	10%	35%	11%	40%	24%	36%	17%	48%	23%	
Don't know	39	18	21	4	9	6	4	2	13	4	7	7	14	1	11	-	3	-	-	4	13	1	
	4%	4%	4%	2%	4%	4%	3%	1%	7%	3%	2%	3%	5%	1%	5%	-	2%	-	-	2%	7%	1%	
Mean	2.68	2.79	2.57	3.05	2.72	2.52	2.55	2.47	2.66	2.79	2.74	2.74	2.48	2.99	2.58	2.92	2.59	2.73	2.62	2.90	2.42	2.81	
Standard deviation	0.70	0.71	0.67	0.47	0.66	0.73	0.73	0.72	0.72	0.60	0.63	0.69	0.77	0.50	0.72	0.46	0.66	0.52	0.55	0.54	0.74	0.62	
Standard error	0.02	0.03	0.03	0.07	0.05	0.06	0.06	0.06	0.04	0.03	0.04	0.06	0.05	0.03	0.05	0.07	0.05	0.10	0.17	0.03	0.05	0.06	

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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	451	549	42	150	181	162	168	294	321	218	151	272	239	229	45	153	25	10	266	206	104
Weighted base	1000	500	500	179	199	160	160	120	179	164	298	221	279	194	237	54	162	30	14	190	189	106
I am satisfied with the job David Cameron is doing overall as Prime Minister	324 32%	171 34%	153 31%	70 39%	63 32%	41 26%	50 32%	35 29%	63 35%	62 38%	91 30%	61 28%	100 36%	130 67%	39 16%	27 50%	21 13%	6 21%	8 54%	96 51%	29 15%	33 31%
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	295 30%	125 25%	170 34%	61 34%	60 30%	49 31%	52 32%	29 24%	45 25%	45 27%	99 33%	84 38%	62 22%	63 32%	44 18%	13 24%	78 48%	10 32%	3 23%	84 44%	29 15%	27 26%
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.	262 26%	153 31%	109 22%	36 20%	50 25%	56 35%	36 23%	40 33%	42 23%	45 28%	76 25%	62 28%	75 27%	1 *	139 59%	12 23%	49 30%	12 41%	2 15%	5 3%	110 58%	42 39%
Refused	30 3%	19 4%	12 2%	4 2%	2 1%	4 2%	4 3%	6 5%	9 5%	1 1%	11 4%	1 *	9 3%	- -	5 2%	- -	3 2%	1 3%	1 8%	1 *	8 4%	- -
Don't know	88 9%	32 6%	56 11%	8 4%	23 12%	9 5%	17 11%	11 9%	21 12%	10 6%	22 7%	14 6%	33 12%	1 *	10 4%	1 3%	11 7%	1 3%	- -	5 2%	14 7%	5 4%

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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	451	549	42	150	181	162	168	294	321	218	151	272	239	229	45	153	25	10	266	206	104
Weighted base	1000	500	500	179	199	160	160	120	179	164	298	221	279	194	237	54	162	30	14	190	189	106
The Conservatives	272	149	123	35	54	52	49	27	53	58	87	66	55	83	60	12	39	17	3	82	46	29
	27%	30%	25%	20%	27%	33%	31%	23%	30%	35%	29%	30%	20%	43%	25%	23%	24%	57%	22%	43%	24%	28%
Labour	165	91	75	31	42	26	25	16	26	32	57	34	38	26	53	7	32	13	1	26	41	18
	17%	18%	15%	17%	21%	16%	16%	14%	14%	20%	19%	16%	13%	13%	22%	13%	19%	45%	8%	14%	21%	17%
The UK Independence Party (UKIP)	101	63	39	35	20	12	12	7	16	14	36	23	26	23	24	1	35	2	-	18	19	4
	10%	13%	8%	19%	10%	8%	7%	6%	9%	9%	12%	11%	9%	12%	10%	2%	21%	7%	-	9%	10%	4%
The Liberal Democrat	71	37	33	11	25	13	8	5	8	9	24	20	14	13	16	5	16	4	-	8	12	13
	7%	7%	7%	6%	13%	8%	5%	4%	5%	6%	8%	9%	5%	7%	7%	8%	10%	14%	-	4%	6%	12%
None of them	591	289	302	115	107	93	97	73	105	86	154	129	196	93	127	35	89	8	11	90	105	56
	59%	58%	60%	64%	53%	58%	61%	61%	58%	52%	52%	58%	70%	48%	54%	64%	55%	27%	78%	47%	55%	53%
Don't know	17	6	12	3	4	4	-	4	3	3	8	1	1	*	4	2	3	-	-	*	4	4
	2%	1%	2%	2%	2%	2%	-	4%	1%	2%	3%	1%	1%	*	2%	5%	2%	-	-	*	2%	3%

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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	451	549	42	150	181	162	168	294	321	218	151	272	239	229	45	153	25	10	266	206	104
Weighted base	1000	500	500	179	199	160	160	120	179	164	298	221	279	194	237	54	162	30	14	190	189	106
A Labour government	317	165	151	74	58	57	48	35	43	48	94	62	98	2	170	9	51	5	-	9	126	25
	32%	33%	30%	41%	29%	36%	30%	30%	24%	29%	32%	28%	35%	1%	72%	18%	32%	17%	-	5%	67%	24%
A Conservative government	269	141	128	32	42	35	54	36	68	50	86	62	65	155	10	7	37	3	3	142	15	8
	27%	28%	26%	18%	21%	22%	34%	30%	38%	31%	29%	28%	23%	80%	4%	13%	23%	9%	22%	75%	8%	8%
A coalition between Labour and the Liberal Democrats	134	76	58	24	43	17	14	20	17	21	35	35	41	3	43	20	22	11	3	5	29	44
	13%	15%	12%	13%	22%	10%	9%	17%	9%	13%	12%	16%	15%	1%	18%	37%	14%	38%	22%	3%	15%	41%
A coalition between the Conservatives and the Liberal Democrats	122	54	69	32	23	22	20	11	14	22	42	30	25	30	6	13	29	10	6	22	2	21
	12%	11%	14%	18%	12%	14%	13%	9%	8%	14%	14%	13%	9%	15%	2%	24%	18%	35%	45%	11%	1%	20%
Don't know	158	64	93	18	33	28	23	17	38	22	41	32	50	4	8	4	23	*	1	13	17	7
	16%	13%	19%	10%	16%	18%	15%	14%	21%	13%	14%	15%	18%	2%	3%	8%	14%	1%	10%	7%	9%	7%

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Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	451 45%	500 50%
Female	549 55%	500 50%

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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	42 4%	179 18%
25-34	150 15%	199 20%
35-44	181 18%	160 16%
45-54	162 16%	160 16%
55-64	168 17%	120 12%
65 or older	294 29%	179 18%
Refused	3 *	3 *

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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	96 10%	52 5%
B	225 23%	112 11%
C1	218 22%	298 30%
C2	151 15%	221 22%
D	112 11%	139 14%
E	160 16%	140 14%
Refused	38 4%	38 4%

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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	266 27%	190 19%
Labour	206 21%	189 19%
Liberal Democrats	104 10%	106 11%
Another party	34 3%	32 3%
Did not vote	288 29%	398 40%
Refused	48 5%	37 4%
Don't know	54 5%	48 5%