

## Stroud 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	476	524	48	67	175	198	201	309	393	223	148	199	253	235	44	105	93	1	292	255	97	
Weighted base	1000	493	507	87	119	181	194	178	240	270	270	230	193	235	234	52	105	94	1	264	249	99	
Certain to vote	(10)	562	280	282	29	39	94	122	109	167	174	153	122	93	156	169	32	59	46	1	193	192	59
		56%	57%	56%	33%	33%	52%	63%	61%	70%	64%	57%	53%	48%	66%	72%	61%	56%	49%	100%	73%	77%	60%
	(9)	67	33	34	6	8	11	12	19	11	24	24	9	10	13	14	3	6	12	-	13	18	11
		7%	7%	7%	7%	6%	6%	6%	11%	5%	9%	9%	4%	5%	6%	6%	6%	6%	13%	-	5%	7%	11%
	(8)	93	44	49	8	16	21	15	15	18	23	16	27	22	23	15	8	13	18	-	25	19	12
		9%	9%	10%	9%	13%	12%	8%	9%	7%	9%	6%	12%	11%	10%	6%	16%	12%	19%	-	10%	7%	12%
	(7)	37	22	15	6	3	9	7	5	7	7	11	13	7	8	7	2	7	7	-	9	5	4
		4%	5%	3%	7%	3%	5%	4%	3%	2%	2%	4%	6%	3%	4%	3%	5%	6%	8%	-	3%	2%	4%
	(6)	38	27	11	10	10	3	7	3	5	12	6	9	9	10	13	-	3	3	-	4	8	1
		4%	5%	2%	11%	9%	1%	4%	2%	2%	5%	2%	4%	5%	4%	6%	-	3%	3%	-	1%	3%	1%
	(5)	59	31	28	8	10	16	7	7	11	8	17	17	14	15	7	6	12	2	-	8	3	5
		6%	6%	5%	10%	9%	9%	3%	4%	4%	3%	6%	7%	7%	6%	3%	11%	12%	2%	-	3%	1%	5%
	(4)	10	-	10	-	2	4	2	-	2	2	6	1	1	3	3	1	-	-	-	1	2	1
		1%	-	2%	-	2%	2%	1%	-	1%	1%	2%	1%	*	1%	1%	2%	-	-	-	*	1%	1%
	(3)	22	13	9	5	1	4	4	4	4	4	5	7	6	5	4	-	4	3	-	5	1	2
		2%	3%	2%	6%	1%	2%	2%	2%	2%	1%	2%	3%	3%	2%	2%	-	4%	3%	-	2%	*	2%
	(2)	12	3	8	3	-	3	3	2	1	2	7	1	1	1	3	-	1	3	-	-	-	-
		1%	1%	2%	4%	-	1%	2%	1%	*	1%	3%	1%	*	*	1%	-	1%	3%	-	-	-	-
Definitely would not vote	(1)	94	38	57	10	29	15	15	12	13	13	25	23	28	-	-	-	-	-	-	4	1	4
		9%	8%	11%	12%	25%	8%	8%	7%	5%	5%	9%	10%	14%	-	-	-	-	-	-	2%	1%	4%
Don't know		5	2	3	-	-	1	-	2	3	1	1	-	3	-	-	-	-	-	-	1	-	-
		1%	*	1%	-	-	*	-	1%	1%	*	*	-	1%	-	-	-	-	-	-	*	-	-
Mean		8.02	8.15	7.90	6.76	6.41	7.88	8.33	8.54	8.75	8.66	7.98	7.82	7.46	8.89	9.08	8.83	8.43	8.55	10.00	9.15	9.42	8.68
Standard deviation		2.97	2.80	3.13	3.21	3.57	2.94	2.82	2.63	2.47	2.44	3.06	3.02	3.29	1.89	1.82	1.80	2.20	2.06	-	1.83	1.37	2.28
Standard error		0.09	0.13	0.14	0.46	0.44	0.22	0.20	0.19	0.14	0.12	0.21	0.25	0.24	0.12	0.12	0.27	0.21	0.21	-	0.11	0.09	0.23

## Stroud Poll

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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	476	524	48	67	175	198	201	309	393	223	148	199	253	235	44	105	93	1	292	255	97
Weighted base	1000	493	507	87	119	181	194	178	240	270	270	230	193	235	234	52	105	94	1	264	249	99
Conservative	235	130	105	15	21	39	45	42	72	80	67	46	36	235	-	-	-	-	-	173	6	10
	24%	26%	21%	18%	17%	21%	23%	24%	30%	29%	25%	20%	19%	100%	-	-	-	-	-	65%	2%	10%
Labour	234	113	122	21	22	46	41	42	63	66	61	55	49	-	234	-	-	-	-	10	167	14
	23%	23%	24%	24%	18%	26%	21%	24%	26%	24%	22%	24%	26%	-	100%	-	-	-	-	4%	67%	14%
Liberal Democrat	52	23	29	9	12	11	7	8	4	12	19	12	7	-	-	52	-	-	-	4	10	20
	5%	5%	6%	11%	10%	6%	4%	5%	2%	5%	7%	5%	4%	-	-	100%	-	-	-	1%	4%	20%
The UK Independence Party (UKIP)	105	69	36	5	6	16	27	24	27	17	26	29	31	-	-	-	105	-	-	32	13	9
	11%	14%	7%	6%	5%	9%	14%	14%	11%	6%	9%	12%	16%	-	-	-	100%	-	-	12%	5%	9%
The Green Party	94	42	51	15	14	24	18	12	10	34	23	22	10	-	-	-	-	94	-	4	20	22
	9%	9%	10%	17%	12%	13%	9%	7%	4%	13%	8%	9%	5%	-	-	-	-	100%	-	1%	8%	23%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	-	100%	-	-	-
Would not vote	94	38	57	10	29	15	15	12	13	13	25	23	28	-	-	-	-	-	-	4	1	4
	9%	8%	11%	12%	25%	8%	8%	7%	5%	5%	9%	10%	14%	-	-	-	-	-	-	2%	1%	4%
Refused	60	32	29	-	2	7	12	13	26	12	16	14	11	-	-	-	-	-	-	13	8	3
	6%	6%	6%	-	2%	4%	6%	7%	11%	4%	6%	6%	6%	-	-	-	-	-	-	5%	3%	3%
Don't know	124	46	78	10	13	22	29	25	25	36	35	28	19	-	-	-	-	-	-	25	25	17
	12%	9%	15%	12%	11%	12%	15%	14%	10%	13%	13%	12%	10%	-	-	-	-	-	-	10%	10%	17%

## Stroud Poll

### CATI Fieldwork : 11th-16th July 2014

Absolutes/col percents

Table 3

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	556	280	276	21	29	96	109	118	181	245	120	78	98	194	185	32	75	69	1	201	181	59
Weighted base	530	277	253	37	48	98	105	101	139	165	142	118	92	174	180	38	71	66	1	179	176	58
Conservative	174	97	77	5	12	28	34	33	60	61	50	33	25	174	-	-	-	-	-	140	5	8
	33%	35%	30%	12%	26%	29%	32%	33%	43%	37%	35%	28%	28%	100%	-	-	-	-	-	79%	3%	14%
Labour	180	89	91	15	15	33	33	34	51	54	49	40	34	-	180	-	-	-	-	7	139	10
	34%	32%	36%	41%	31%	33%	31%	34%	37%	33%	35%	34%	37%	-	100%	-	-	-	-	4%	79%	18%
Liberal Democrat	38	18	20	7	10	7	5	6	2	10	13	10	5	-	-	38	-	-	-	3	7	15
	7%	7%	8%	18%	21%	7%	5%	6%	2%	6%	9%	8%	5%	-	-	100%	-	-	-	2%	4%	27%
The UK Independence Party (UKIP)	71	43	28	3	1	11	20	19	18	14	16	21	20	-	-	-	71	-	-	26	10	7
	13%	16%	11%	7%	2%	11%	19%	18%	13%	8%	11%	18%	22%	-	-	-	100%	-	-	15%	6%	11%
The Green Party	66	29	37	8	10	19	13	9	8	26	15	14	7	-	-	-	-	66	-	3	15	18
	12%	10%	15%	21%	20%	19%	12%	9%	6%	16%	10%	12%	8%	-	-	-	-	100%	-	1%	9%	31%
Some other party	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	100%	-	-	-

# Stroud Poll

## CATI Fieldwork : 11th-16th July 2014

Col percents

Table 4

**Voting Intention (Turnout Weighted)**

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

	<u>Total</u>
Conservative	33%
Labour	34%
Liberal Democrat	8%
UKIP	13%
Green	12%

**Other**                      \*

## Stroud Poll

### CATI Fieldwork : 11th-16th July 2014

Absolutes/col percents

Table 5

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

**Base: All respondents**

	Total	Gender		Age					SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	476	524	48	67	175	198	201	309	393	223	148	199	253	235	44	105	93	1	292	255	97
Weighted base	1000	493	507	87	119	181	194	178	240	270	270	230	193	235	234	52	105	94	1	264	249	99
Conservative	222 22%	118 24%	104 20%	16 19%	16 13%	39 21%	42 21%	42 24%	66 28%	75 28%	63 23%	46 20%	32 16%	196 83%	1 *	1 2%	4 4%	3 3%	-	160 61%	4 1%	14 14%
Labour	300 30%	145 29%	155 31%	28 32%	27 23%	53 29%	57 30%	50 28%	85 35%	79 29%	83 31%	73 32%	61 31%	18 7%	214 91%	8 15%	15 14%	17 18%	-	29 11%	186 75%	26 26%
Liberal Democrat	47 5%	22 5%	25 5%	5 6%	14 12%	11 6%	5 3%	8 5%	4 2%	15 6%	12 4%	12 5%	8 4%	4 2%	2 1%	37 70%	-	1 1%	-	6 2%	7 3%	19 19%
The UK Independence Party (UKIP)	97 10%	62 13%	35 7%	8 9%	9 8%	14 8%	22 11%	22 12%	22 9%	14 5%	26 10%	27 12%	26 13%	4 2%	4 2%	-	81 77%	2 2%	-	28 11%	12 5%	8 8%
The Green Party	90 9%	40 8%	50 10%	11 13%	13 11%	21 11%	21 11%	17 9%	8 3%	36 13%	19 7%	15 6%	14 7%	4 2%	10 4%	4 7%	1 1%	58 62%	1 100%	6 2%	17 7%	18 18%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	1 *	1 *	-	-	-	-	-	-	1 1%	1 *	-	-	1 *	-	-	1 1%	-	-	-	1 *	1 *	-
Would not vote	94 9%	38 8%	57 11%	10 12%	29 25%	15 8%	15 8%	12 7%	13 5%	13 5%	25 9%	23 10%	28 14%	-	-	-	-	-	-	4 2%	1 1%	4 4%
Refused	40 4%	23 5%	17 3%	-	2 2%	7 4%	7 3%	7 4%	17 7%	8 3%	12 4%	8 3%	7 4%	-	1 1%	-	-	-	-	7 3%	2 1%	2 2%
Don't know	108 11%	43 9%	65 13%	9 10%	9 7%	20 11%	26 13%	20 11%	23 10%	30 11%	31 12%	27 12%	17 9%	9 4%	2 1%	2 4%	4 4%	12 13%	-	23 9%	19 8%	8 8%

## Stroud Poll

### CATI Fieldwork : 11th-16th July 2014

Absolutes/col percents

Table 6

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	589	291	298	23	30	100	115	128	193	256	127	83	106	186	184	31	72	64	1	207	191	66
Weighted base	561	288	273	39	50	101	113	109	149	172	150	124	98	168	179	36	69	60	1	186	186	65
Conservative	166	88	78	5	10	28	32	34	57	57	48	34	23	146	*	1	4	2	-	132	2	11
	30%	31%	28%	13%	19%	28%	28%	31%	38%	33%	32%	27%	23%	87%	*	2%	5%	4%	-	71%	1%	17%
Labour	232	114	118	21	20	39	47	39	67	63	67	54	44	13	169	6	10	14	-	20	157	20
	41%	40%	43%	52%	39%	39%	41%	36%	45%	37%	45%	43%	45%	8%	94%	17%	15%	24%	-	11%	84%	30%
Liberal Democrat	35	18	17	3	12	7	5	6	2	13	8	10	5	4	2	27	-	1	-	5	5	15
	6%	6%	6%	7%	24%	7%	4%	6%	2%	8%	5%	8%	5%	2%	1%	74%	-	2%	-	3%	3%	23%
The UK Independence Party (UKIP)	63	39	25	3	3	10	16	18	15	11	14	19	16	2	2	-	54	*	-	23	9	6
	11%	13%	9%	7%	5%	10%	14%	16%	10%	6%	10%	15%	17%	1%	1%	-	79%	*	-	13%	5%	9%
The Green Party	64	28	37	8	6	17	14	12	6	28	13	9	10	3	7	2	1	43	1	5	13	13
	11%	10%	13%	21%	12%	17%	13%	11%	4%	16%	9%	7%	10%	2%	4%	6%	1%	71%	100%	3%	7%	20%
Some other party	1	1	-	-	-	-	-	-	1	*	-	-	1	-	-	*	-	-	-	*	1	-
	*	*	-	-	-	-	-	-	1%	*	-	-	1%	-	-	1%	-	-	-	*	*	-



## Stroud Poll

### CATI Fieldwork : 11th-16th July 2014

Absolutes/col percents

Table 8

**Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	476	524	48	67	175	198	201	309	393	223	148	199	253	235	44	105	93	1	292	255	97
Weighted base	1000	493	507	87	119	181	194	178	240	270	270	230	193	235	234	52	105	94	1	264	249	99
I would not vote UKIP	662	305	357	65	87	129	116	112	153	201	194	136	108	164	193	51	-	84	1	146	200	83
	66%	62%	70%	75%	73%	72%	60%	63%	64%	75%	72%	59%	56%	70%	83%	98%	-	90%	100%	55%	80%	84%
I would not vote Liberal Democrat	617	327	291	52	58	108	128	108	163	161	166	142	129	164	155	-	91	61	1	192	159	41
	62%	66%	57%	60%	49%	60%	66%	61%	68%	60%	62%	62%	67%	70%	66%	-	87%	65%	100%	73%	64%	42%
I would not vote Conservative	489	227	262	48	63	94	96	85	104	115	133	112	111	-	193	28	75	71	1	26	192	60
	49%	46%	52%	55%	53%	52%	49%	48%	43%	43%	49%	49%	58%	-	82%	53%	71%	76%	100%	10%	77%	60%
I would not vote Labour	408	223	184	28	53	68	81	78	97	109	106	94	84	164	-	31	71	35	-	181	15	38
	41%	45%	36%	32%	45%	38%	42%	44%	41%	41%	39%	41%	44%	70%	-	60%	67%	37%	-	69%	6%	38%
None of these - I would potentially vote for all of them	72	38	34	4	11	7	14	19	16	15	14	25	15	11	10	1	3	2	-	16	6	4
	7%	8%	7%	5%	10%	4%	7%	11%	7%	6%	5%	11%	8%	5%	4%	2%	3%	2%	-	6%	3%	4%
Don't know	15	7	8	-	2	3	3	2	5	2	3	2	4	-	-	-	-	-	-	-	-	1
	1%	1%	2%	-	2%	2%	1%	1%	2%	1%	1%	1%	2%	-	-	-	-	-	-	-	-	1%



## Stroud Poll

### CATI Fieldwork : 11th-16th July 2014

Absolutes/col percents

Table 9

#### Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	476	524	48	67	175	198	201	309	393	223	148	199	253	235	44	105	93	1	292	255	97	
Weighted base	1000	493	507	87	119	181	194	178	240	270	270	230	193	235	234	52	105	94	1	264	249	99	
NET: Well	646	352	294	61	76	112	118	116	160	194	180	158	91	215	129	37	64	52	-	225	136	76	
	65%	71%	58%	71%	63%	62%	61%	65%	67%	72%	66%	69%	47%	91%	55%	71%	60%	55%	-	85%	55%	77%	
Very well	(4)	34	21	13	7	-	7	6	4	10	15	8	8	3	18	7	1	2	3	-	15	6	3
		3%	4%	3%	8%	-	4%	3%	2%	4%	5%	3%	3%	1%	8%	3%	1%	2%	3%	-	6%	2%	3%
Quite well	(3)	612	332	280	55	76	105	112	112	151	179	172	150	88	197	122	36	61	49	-	210	130	73
		61%	67%	55%	63%	63%	58%	58%	63%	63%	66%	64%	65%	46%	84%	52%	70%	58%	52%	-	80%	52%	74%
Quite badly	(2)	262	96	166	18	31	53	60	46	53	62	70	55	65	19	81	13	32	32	-	31	92	21
		26%	19%	33%	21%	26%	30%	31%	26%	22%	23%	26%	24%	34%	8%	34%	25%	30%	34%	-	12%	37%	21%
Very badly	(1)	69	35	34	7	8	11	11	13	18	8	14	15	30	1	22	2	9	5	-	5	19	1
		7%	7%	7%	8%	7%	6%	6%	7%	8%	3%	5%	7%	15%	*	9%	4%	8%	5%	-	2%	8%	1%
NET: Badly		331	131	200	25	39	64	72	60	72	70	84	70	95	20	102	15	41	37	-	36	111	22
		33%	27%	40%	29%	33%	36%	37%	34%	30%	26%	31%	31%	49%	8%	44%	29%	39%	39%	-	14%	45%	22%
Don't know		22	10	13	-	4	4	4	2	8	6	6	1	7	1	3	-	1	5	1	3	1	2
		2%	2%	3%	-	4%	2%	2%	1%	3%	2%	2%	1%	4%	*	1%	-	1%	6%	100%	1%	1%	2%
Mean		2.63	2.70	2.55	2.71	2.59	2.62	2.59	2.61	2.65	2.76	2.65	2.66	2.34	2.99	2.49	2.68	2.55	2.56	-	2.90	2.50	2.80
Standard deviation		0.67	0.66	0.66	0.73	0.62	0.67	0.65	0.66	0.69	0.60	0.63	0.66	0.76	0.42	0.71	0.58	0.68	0.65	-	0.49	0.68	0.49
Standard error		0.02	0.03	0.03	0.11	0.08	0.05	0.05	0.05	0.04	0.03	0.04	0.05	0.05	0.03	0.05	0.09	0.07	0.07	-	0.03	0.04	0.05

## Stroud Poll

### CATI Fieldwork : 11th-16th July 2014

Absolutes/col percents

Table 10

#### Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for you and your family?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	476	524	48	67	175	198	201	309	393	223	148	199	253	235	44	105	93	1	292	255	97	
Weighted base	1000	493	507	87	119	181	194	178	240	270	270	230	193	235	234	52	105	94	1	264	249	99	
NET: Well	654	348	307	73	79	107	117	112	165	200	181	154	95	211	131	35	58	57	-	223	134	72	
	65%	71%	60%	84%	66%	59%	60%	63%	69%	74%	67%	67%	49%	89%	56%	67%	55%	61%	-	84%	54%	72%	
Very well	(4)	67	44	24	14	7	9	6	10	20	22	15	19	8	26	17	3	6	3	-	24	13	4
		7%	9%	5%	16%	6%	5%	3%	6%	8%	8%	5%	8%	4%	11%	7%	5%	6%	3%	-	9%	5%	4%
Quite well	(3)	587	304	283	59	72	97	110	102	145	179	166	135	87	185	113	32	52	54	-	199	122	68
		59%	62%	56%	68%	60%	54%	57%	60%	66%	61%	59%	45%	78%	48%	61%	49%	57%	-	75%	49%	68%	
Quite badly	(2)	256	110	146	12	36	55	63	46	45	54	72	59	63	23	74	17	37	29	1	34	91	22
		26%	22%	29%	14%	30%	30%	32%	26%	19%	20%	27%	26%	33%	10%	32%	36%	31%	100%	13%	37%	23%	
Very badly	(1)	64	26	39	2	4	13	11	15	19	9	12	12	28	1	24	-	8	5	-	6	21	2
		6%	5%	8%	2%	4%	7%	6%	9%	8%	3%	4%	5%	14%	*	10%	-	7%	5%	-	2%	8%	2%
NET: Badly		321	136	185	14	40	67	74	62	64	63	84	72	91	24	98	17	45	34	1	39	112	24
		32%	28%	36%	16%	34%	37%	38%	35%	27%	23%	31%	31%	47%	10%	42%	32%	43%	37%	100%	15%	45%	24%
Don't know		25	10	16	-	-	7	3	4	12	7	6	4	7	1	6	1	2	3	-	2	2	3
		3%	2%	3%	-	-	4%	2%	2%	5%	3%	2%	2%	4%	1%	2%	1%	2%	3%	-	1%	1%	3%
Mean	2.67	2.76	2.59	2.98	2.69	2.59	2.59	2.62	2.73	2.81	2.69	2.71	2.41	3.01	2.55	2.73	2.55	2.60	2.00	2.92	2.51	2.77	
Standard deviation	0.70	0.69	0.70	0.62	0.64	0.71	0.65	0.73	0.74	0.62	0.65	0.70	0.79	0.47	0.78	0.56	0.72	0.64	-	0.55	0.73	0.55	
Standard error	0.02	0.03	0.03	0.09	0.08	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.06	0.03	0.05	0.09	0.07	0.07	-	0.03	0.05	0.06	

## Stroud Poll

### CATI Fieldwork : 11th-16th July 2014

Absolutes/col percents

Table 11

**Q.7 Which of the following statements do you most agree with?****Base: All respondents**

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	476	524	48	67	175	198	201	309	393	223	148	199	253	235	44	105	93	1	292	255	97
Weighted base	1000	493	507	87	119	181	194	178	240	270	270	230	193	235	234	52	105	94	1	264	249	99
I am satisfied with the job David Cameron is doing overall as Prime Minister	314 31%	170 35%	144 28%	19 22%	38 32%	56 31%	61 32%	53 30%	85 35%	86 32%	93 35%	74 32%	50 26%	157 67%	31 13%	18 34%	17 16%	12 13%	- -	143 54%	42 17%	22 22%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - BUT I'd still prefer to have him as Prime Minister than have Ed Miliband as Prime Minister	296 30%	136 28%	161 32%	27 31%	35 29%	55 30%	63 32%	56 31%	62 26%	85 31%	85 31%	68 29%	52 27%	72 30%	32 14%	22 41%	61 58%	21 23%	- -	106 40%	42 17%	34 34%
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.	287 29%	142 29%	144 28%	36 41%	34 29%	57 32%	47 24%	46 26%	67 28%	77 29%	70 26%	65 28%	67 35%	3 1%	161 69%	11 21%	20 19%	46 49%	1 100%	8 3%	149 60%	33 33%
Refused	31 3%	17 4%	14 3%	- -	2 2%	4 2%	6 3%	6 3%	13 6%	7 3%	10 4%	5 2%	5 3%	- -	4 2%	- -	1 1%	2 2%	- -	2 1%	2 1%	2 2%
Don't know	72 7%	27 6%	44 9%	4 5%	10 8%	10 5%	17 9%	17 10%	14 6%	15 6%	13 5%	18 8%	18 9%	3 1%	7 3%	2 3%	7 6%	12 13%	- -	5 2%	13 5%	8 8%

## Stroud Poll

### CATI Fieldwork : 11th-16th July 2014

Absolutes/col percents

Table 12

**Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?**  
**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	476	524	48	67	175	198	201	309	393	223	148	199	253	235	44	105	93	1	292	255	97
Weighted base	1000	493	507	87	119	181	194	178	240	270	270	230	193	235	234	52	105	94	1	264	249	99
The Conservatives	141 14%	78 16%	62 12%	10 11%	24 20%	18 10%	27 14%	22 12%	41 17%	41 15%	40 15%	34 15%	23 12%	41 17%	41 18%	5 9%	15 14%	8 9%	-	54 21%	31 12%	14 14%
The UK Independence Party (UKIP)	126 13%	74 15%	52 10%	10 12%	21 17%	27 15%	20 10%	22 12%	26 11%	36 13%	37 14%	31 14%	20 11%	23 10%	35 15%	6 11%	21 20%	16 17%	1 100%	31 12%	36 15%	17 17%
Labour	121 12%	64 13%	57 11%	18 21%	14 12%	12 6%	26 14%	20 11%	30 13%	35 13%	34 12%	38 17%	13 7%	15 6%	57 24%	5 10%	7 7%	11 11%	-	17 7%	51 20%	10 10%
The Liberal Democrat	47 5%	22 5%	25 5%	5 5%	12 10%	2 1%	10 5%	8 4%	11 5%	15 6%	17 6%	10 4%	4 2%	11 5%	11 5%	5 10%	5 5%	4 5%	-	14 5%	10 4%	8 8%
None of them	739 74%	350 71%	390 77%	62 72%	89 75%	140 78%	141 73%	130 73%	174 72%	193 71%	198 73%	168 73%	150 78%	178 76%	146 62%	42 81%	76 73%	65 70%	-	191 73%	167 67%	75 76%
Don't know	12 1%	6 1%	6 1%	1 2%	-	-	6 3%	2 1%	3 1%	4 1%	2 1%	3 1%	1 *	5 2%	-	-	-	2 3%	-	5 2%	1 *	-

## Stroud Poll

### CATI Fieldwork : 11th-16th July 2014

Absolutes/col percents

Table 13

**Q.9 Which of the following would you most like to see as the outcome of the next general election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	476	524	48	67	175	198	201	309	393	223	148	199	253	235	44	105	93	1	292	255	97
Weighted base	1000	493	507	87	119	181	194	178	240	270	270	230	193	235	234	52	105	94	1	264	249	99
A Labour government	318	154	164	34	44	63	55	47	75	75	77	91	69	2	188	1	28	43	-	10	174	28
	32%	31%	32%	40%	37%	35%	29%	27%	31%	28%	29%	40%	36%	1%	80%	2%	26%	46%	-	4%	70%	28%
A Conservative government	313	184	129	24	25	52	61	56	93	98	84	68	50	194	5	8	34	8	-	192	14	18
	31%	37%	26%	28%	21%	29%	32%	32%	39%	36%	31%	30%	26%	83%	2%	15%	33%	8%	-	73%	6%	18%
A coalition between Labour and the Liberal Democrats	123	54	69	16	24	24	20	22	16	36	40	18	24	3	34	20	12	22	-	2	38	24
	12%	11%	14%	18%	20%	14%	10%	12%	7%	13%	15%	8%	13%	1%	15%	39%	11%	24%	-	1%	15%	24%
A coalition between the Conservatives and the Liberal Democrats	113	49	64	6	11	26	23	20	28	30	38	25	20	34	4	23	14	10	-	39	16	20
	11%	10%	13%	7%	9%	14%	12%	11%	12%	11%	14%	11%	10%	14%	2%	43%	13%	10%	-	15%	6%	21%
Don't know	133	52	81	7	15	16	34	32	28	31	32	29	30	3	4	*	18	11	1	22	7	10
	13%	10%	16%	8%	12%	9%	18%	18%	12%	11%	12%	12%	15%	1%	2%	1%	17%	12%	100%	8%	3%	10%

**Stroud Poll**  
**CATI Fieldwork : 11th-16th July 2014**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Male	476 48%	493 49%
Female	524 52%	507 51%

**Stroud Poll**  
**CATI Fieldwork : 11th-16th July 2014**

Absolutes/col percents

Table 15  
**Into which of the following age groups do you fall?**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	48 5%	87 9%
25-34	67 7%	119 12%
35-44	175 18%	181 18%
45-54	198 20%	194 19%
55-64	201 20%	178 18%
65 or older	309 31%	240 24%
Refused	2 *	2 *

**Stroud Poll**  
**CATI Fieldwork : 11th-16th July 2014**

Absolutes/col percents

Table 16

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	134 13%	92 9%
B	259 26%	178 18%
C1	223 22%	270 27%
C2	148 15%	230 23%
D	77 8%	84 8%
E	122 12%	108 11%
Refused	37 4%	37 4%



**Stroud Poll**  
**CATI Fieldwork : 11th-16th July 2014**

Absolutes/col percents

Table 17

**Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?**

**Could you tell me which party you voted for at the last general election back in May 2010?**

**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	292 29%	264 26%
Labour	255 26%	249 25%
Liberal Democrats	97 10%	99 10%
Another party	49 5%	36 4%
Did not vote	212 21%	261 26%
Refused	51 5%	47 5%
Don't know	44 4%	44 4%