

Warrington South Poll

CATI Fieldwork : 22nd-31st 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	458	542	56	100	166	211	170	294	454	206	118	189	249	270	44	114	19	7	261	227	136	
Weighted base	1000	495	505	96	153	199	191	151	206	287	309	173	199	221	274	48	124	21	9	215	204	156	
Certain to vote	(10)	511	255	256	28	55	95	99	99	132	174	151	78	92	149	155	20	74	11	3	158	145	90
		51%	51%	51%	29%	36%	48%	52%	66%	64%	60%	49%	45%	47%	68%	57%	43%	59%	54%	35%	73%	71%	57%
	(9)	46	26	20	7	4	6	11	9	9	16	13	9	8	11	21	1	2	2	-	8	11	11
		5%	5%	4%	7%	3%	3%	6%	6%	4%	5%	4%	5%	4%	5%	8%	1%	2%	12%	-	4%	5%	7%
	(8)	101	46	55	4	19	29	19	13	17	29	35	19	15	18	24	10	16	3	-	28	17	15
		10%	9%	11%	4%	13%	14%	10%	9%	8%	10%	11%	11%	8%	8%	9%	21%	13%	12%	-	13%	8%	9%
	(7)	52	19	33	4	17	10	9	6	7	9	16	18	7	13	16	9	3	-	-	5	7	12
		5%	4%	7%	4%	11%	5%	4%	3%	3%	3%	5%	10%	3%	6%	6%	19%	3%	-	-	2%	4%	8%
	(6)	33	14	19	11	2	5	7	4	4	9	11	6	3	5	12	1	5	1	1	2	4	3
		3%	3%	4%	11%	2%	2%	4%	3%	2%	3%	4%	4%	2%	2%	4%	3%	4%	5%	14%	1%	2%	2%
	(5)	74	27	47	8	19	12	11	8	15	16	28	5	23	10	24	5	13	2	3	8	10	15
		7%	5%	9%	9%	13%	6%	6%	5%	7%	6%	9%	3%	11%	4%	9%	10%	10%	9%	31%	4%	5%	10%
	(4)	19	7	13	4	-	5	7	2	2	9	6	1	3	5	2	*	2	1	2	2	3	5
		2%	1%	3%	4%	-	2%	4%	2%	1%	3%	2%	1%	1%	2%	1%	1%	2%	3%	20%	1%	1%	3%
	(3)	22	11	12	5	5	4	4	4	*	8	7	1	6	3	10	-	4	1	-	1	3	1
		2%	2%	2%	5%	4%	2%	2%	2%	*	3%	2%	1%	3%	2%	4%	-	3%	6%	-	1%	1%	1%
	(2)	33	19	13	16	4	8	2	-	3	4	14	2	11	5	10	1	5	-	-	1	3	2
		3%	4%	3%	16%	3%	4%	1%	-	2%	1%	4%	1%	5%	2%	4%	2%	4%	-	-	1%	2%	1%
Definitely would not vote	(1)	105	70	36	10	25	25	22	7	16	12	26	33	30	-	-	-	-	-	-	1	1	3
		11%	14%	7%	10%	17%	13%	12%	4%	8%	4%	8%	19%	15%	-	-	-	-	-	-	*	*	2%
Don't know		3	2	1	-	-	2	-	-	1	-	2	-	1	-	-	-	-	-	-	-	2	-
		*	*	*	-	-	1%	-	-	1%	-	1%	-	*	-	-	-	-	-	-	-	1%	-
Mean		7.60	7.43	7.76	6.02	6.72	7.40	7.67	8.64	8.33	8.34	7.58	7.22	6.95	8.85	8.37	8.15	8.30	8.41	6.67	9.22	9.03	8.44
Standard deviation		3.17	3.41	2.91	3.39	3.36	3.28	3.15	2.43	2.83	2.63	3.08	3.45	3.53	2.06	2.36	1.97	2.47	2.31	2.65	1.62	1.91	2.32
Standard error		0.10	0.16	0.13	0.45	0.34	0.26	0.22	0.19	0.17	0.12	0.21	0.32	0.26	0.13	0.14	0.30	0.23	0.53	1.00	0.10	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	458	542	56	100	166	211	170	294	454	206	118	189	249	270	44	114	19	7	261	227	136
Weighted base	1000	495	505	96	153	199	191	151	206	287	309	173	199	221	274	48	124	21	9	215	204	156
Conservative	221 22%	110 22%	110 22%	18 19%	34 22%	34 17%	40 21%	39 26%	55 27%	82 29%	67 22%	38 22%	25 13%	221 100%	-	-	-	-	-	132 61%	10 5%	31 20%
Labour	274 27%	126 25%	148 29%	25 26%	50 32%	71 36%	43 22%	41 27%	44 21%	79 28%	87 28%	32 19%	69 35%	-	274 100%	-	-	-	-	17 8%	142 70%	38 25%
Liberal Democrat	48 5%	17 3%	30 6%	5 6%	5 3%	12 6%	8 4%	6 4%	10 5%	15 5%	17 5%	7 4%	9 5%	-	-	48 100%	-	-	-	1 1%	4 2%	27 17%
The UK Independence Party (UKIP)	124 12%	70 14%	55 11%	20 21%	10 7%	15 7%	27 14%	32 21%	21 10%	28 10%	43 14%	26 15%	23 12%	-	-	-	124 100%	-	-	33 15%	21 10%	17 11%
The Green Party	21 2%	8 2%	12 2%	3 3%	2 1%	3 2%	9 5%	3 2%	1 *	6 2%	6 2%	2 1%	6 3%	-	-	-	-	21 100%	-	2 1%	3 1%	5 3%
The British National Party (BNP)	1 *	1 *	-	-	-	-	1 1%	-	-	-	1 *	-	-	-	-	-	-	-	1 14%	-	1 1%	-
Some other party	8 1%	4 1%	3 1%	1 1%	-	1 1%	4 2%	-	1 *	1 *	3 1%	-	4 2%	-	-	-	-	-	8 86%	-	1 *	2 1%
Would not vote	105 11%	70 14%	36 7%	10 10%	25 17%	25 13%	22 12%	7 4%	16 8%	12 4%	26 8%	33 19%	30 15%	-	-	-	-	-	-	1 *	1 *	3 2%
Refused	64 6%	34 7%	30 6%	4 5%	7 5%	8 4%	11 6%	5 4%	27 13%	20 7%	13 4%	15 8%	13 7%	-	-	-	-	-	-	10 5%	2 1%	8 5%
Don't know	135 14%	55 11%	80 16%	9 9%	19 13%	30 15%	26 14%	19 13%	32 15%	44 15%	46 15%	20 11%	19 10%	-	-	-	-	-	-	19 9%	20 10%	25 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	507	240	266	22	46	78	107	104	148	248	105	56	87	190	193	27	80	12	3	181	158	73
Weighted base	477	238	240	31	62	95	95	92	100	153	149	76	87	163	184	30	82	14	3	151	141	83
Conservative	163	81	82	8	23	25	30	30	45	62	50	28	18	163	-	-	-	-	-	110	8	23
	34%	34%	34%	25%	37%	27%	32%	33%	45%	41%	34%	37%	21%	100%	-	-	-	-	-	73%	6%	28%
Labour	184	88	97	11	29	47	33	33	32	57	55	22	47	-	184	-	-	-	-	10	112	26
	39%	37%	40%	35%	46%	49%	34%	35%	32%	37%	37%	29%	54%	-	100%	-	-	-	-	6%	80%	32%
Liberal Democrat	30	11	19	3	3	9	5	4	5	10	11	5	4	-	-	30	-	-	-	1	3	19
	6%	5%	8%	11%	5%	9%	5%	5%	5%	7%	7%	6%	5%	-	-	100%	-	-	-	1%	2%	23%
The UK Independence Party (UKIP)	82	52	31	7	6	12	20	23	15	20	27	19	13	-	-	-	82	-	-	28	15	11
	17%	22%	13%	21%	9%	12%	21%	25%	15%	13%	18%	25%	15%	-	-	-	100%	-	-	19%	11%	13%
The Green Party	14	4	10	2	2	2	5	2	1	5	5	2	3	-	-	-	-	14	-	2	2	4
	3%	2%	4%	8%	3%	2%	6%	2%	1%	3%	3%	3%	3%	-	-	-	-	100%	-	1%	1%	4%
The British National Party (BNP)	*	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	*	-	*	-
	*	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	4%	-	*	-
Some other party	3	1	2	*	-	*	2	-	1	*	1	-	2	-	-	-	-	-	3	-	1	*
	1%	1%	1%	1%	-	*	2%	-	1%	*	1%	-	2%	-	-	-	-	-	96%	-	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	35%
Labour	38%
Liberal Democrat	8%
UKIP	16%
Green	3%
Other	1%

Warrington South Poll

CATI Fieldwork : 22nd-31st 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	458	542	56	100	166	211	170	294	454	206	118	189	249	270	44	114	19	7	261	227	136
Weighted base	1000	495	505	96	153	199	191	151	206	287	309	173	199	221	274	48	124	21	9	215	204	156
Conservative	198 20%	102 21%	95 19%	21 21%	21 14%	30 15%	36 19%	36 24%	52 25%	78 27%	62 20%	23 13%	27 13%	176 80%	3 1%	1 3%	6 5%	* 2%	-	122 57%	6 3%	27 17%
Labour	286 29%	128 26%	158 31%	26 27%	55 36%	77 39%	44 23%	35 23%	49 24%	80 28%	93 30%	33 19%	70 35%	7 3%	248 90%	2 3%	9 7%	1 5%	4 41%	14 7%	144 70%	35 22%
Liberal Democrat	113 11%	36 7%	77 15%	8 8%	16 11%	25 13%	23 12%	20 13%	21 10%	43 15%	40 13%	16 9%	13 7%	21 10%	12 4%	43 91%	3 2%	3 14%	-	20 9%	10 5%	56 36%
The UK Independence Party (UKIP)	115 11%	70 14%	45 9%	17 18%	12 8%	12 6%	25 13%	31 20%	18 9%	22 8%	38 12%	27 16%	22 11%	7 3%	3 1%	-	100 81%	-	-	30 14%	19 9%	13 8%
The Green Party	22 2%	12 2%	10 2%	-	3 2%	1 1%	11 6%	5 3%	2 1%	5 2%	6 2%	1 1%	10 5%	* *	2 1%	-	1 1%	15 71%	2 20%	2 1%	3 1%	9 6%
The British National Party (BNP)	1 *	-	1 *	-	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-
Some other party	3 *	2 *	1 *	1 1%	-	-	1 1%	1 *	-	2 1%	-	-	1 1%	-	-	-	-	-	2 28%	-	-	1 *
Would not vote	105 11%	70 14%	36 7%	10 10%	25 17%	25 13%	22 12%	7 4%	16 8%	12 4%	26 8%	33 19%	30 15%	-	-	-	-	-	-	1 *	1 *	3 2%
Refused	39 4%	25 5%	14 3%	4 5%	4 3%	4 2%	8 4%	2 2%	15 7%	13 5%	7 2%	9 5%	8 4%	-	-	-	-	-	-	3 1%	* *	2 1%
Don't know	118 12%	50 10%	68 14%	9 9%	15 10%	25 13%	21 11%	15 10%	32 16%	32 11%	37 12%	29 17%	18 9%	9 4%	7 3%	1 3%	5 4%	2 8%	1 10%	22 10%	22 11%	10 6%

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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	543	254	289	22	45	85	117	111	162	271	110	53	92	184	188	25	76	12	2	190	158	88
Weighted base	504	248	256	31	62	102	102	97	109	167	157	73	91	157	180	29	79	13	3	154	140	99
Conservative	145	76	69	9	13	25	28	28	42	58	48	16	18	130	1	*	5	*	-	102	5	19
	29%	31%	27%	28%	22%	24%	27%	28%	38%	35%	30%	22%	20%	83%	1%	1%	6%	3%	-	66%	4%	19%
Labour	187	86	101	10	30	51	33	27	35	55	58	22	46	4	166	1	4	1	1	8	112	24
	37%	35%	40%	32%	49%	50%	33%	28%	32%	33%	37%	30%	50%	3%	92%	2%	5%	8%	44%	6%	80%	25%
Liberal Democrat	78	25	53	6	8	16	17	16	16	34	24	12	8	16	9	28	3	2	-	16	8	40
	16%	10%	21%	18%	13%	16%	16%	16%	14%	20%	15%	16%	9%	10%	5%	97%	3%	19%	-	10%	5%	41%
The UK Independence Party (UKIP)	78	53	25	6	8	9	18	23	14	17	24	22	12	6	3	-	66	-	-	26	14	10
	16%	22%	10%	20%	13%	9%	18%	23%	13%	10%	15%	30%	13%	4%	1%	-	84%	-	-	17%	10%	10%
The Green Party	14	6	8	-	3	1	5	3	2	3	4	1	6	*	1	-	1	9	*	2	2	6
	3%	2%	3%	-	4%	1%	5%	3%	2%	2%	2%	1%	6%	*	1%	-	2%	71%	4%	1%	1%	6%
The British National Party (BNP)	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
	*	-	*	-	-	-	*	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Some other party	2	1	1	*	-	-	1	1	-	1	-	-	1	-	-	-	-	-	1	-	-	1
	*	1%	*	1%	-	-	1%	1%	-	1%	-	-	1%	-	-	-	-	-	52%	-	-	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	458	542	56	100	166	211	170	294	454	206	118	189	249	270	44	114	19	7	261	227	136
Weighted base	1000	495	505	96	153	199	191	151	206	287	309	173	199	221	274	48	124	21	9	215	204	156
I would not vote UKIP	633	302	331	63	108	145	107	81	126	204	202	92	116	164	231	41	-	15	2	127	148	114
	63%	61%	66%	65%	71%	73%	56%	53%	61%	71%	65%	53%	58%	74%	85%	85%	-	74%	28%	59%	73%	73%
I would not vote Liberal Democrat	602	334	267	55	94	116	114	98	122	147	179	113	140	128	202	-	104	12	4	137	152	54
	60%	68%	53%	58%	61%	58%	59%	65%	59%	51%	58%	65%	71%	58%	74%	-	83%	59%	42%	64%	75%	35%
I would not vote Conservative	490	248	241	50	80	115	90	75	79	116	157	84	123	-	220	28	82	16	6	27	151	80
	49%	50%	48%	52%	52%	58%	47%	49%	38%	40%	51%	48%	62%	-	80%	58%	66%	77%	73%	12%	74%	51%
I would not vote Labour	419	222	197	32	54	73	90	73	97	121	120	77	84	162	-	25	85	13	2	154	22	64
	42%	45%	39%	33%	35%	37%	47%	48%	47%	42%	39%	45%	42%	74%	-	53%	68%	63%	28%	72%	11%	41%
None of these - I would potentially vote for all of them	82	44	38	6	16	14	13	10	22	20	20	19	10	7	3	10	1	2	17	7	10	
	8%	9%	7%	7%	11%	7%	7%	7%	11%	7%	6%	11%	9%	4%	3%	6%	8%	6%	27%	8%	3%	6%
Don't know	8	5	3	-	-	1	3	-	4	3	4	1	-	-	-	-	-	-	-	1	-	-
	1%	1%	1%	-	-	*	2%	-	2%	1%	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	458	542	56	100	166	211	170	294	454	206	118	189	249	270	44	114	19	7	261	227	136	
Weighted base	1000	495	505	96	153	199	191	151	206	287	309	173	199	221	274	48	124	21	9	215	204	156	
NET: Well	622	334	289	58	86	110	134	97	135	208	194	97	101	188	155	31	64	10	2	178	113	103	
	62%	67%	57%	60%	57%	55%	70%	64%	66%	72%	63%	56%	51%	85%	57%	65%	52%	47%	27%	83%	55%	66%	
Very well	(4)	45	31	15	-	12	4	6	8	16	11	10	13	8	17	7	4	5	-	-	16	5	5
		5%	6%	3%	-	8%	2%	3%	5%	8%	4%	3%	8%	4%	7%	3%	9%	4%	-	-	7%	2%	3%
Quite well	(3)	577	303	274	58	75	106	128	90	119	197	184	84	93	171	148	27	59	10	2	162	108	98
		58%	61%	54%	60%	49%	53%	67%	59%	58%	69%	60%	49%	47%	78%	54%	57%	48%	47%	27%	75%	53%	63%
Quite badly	(2)	283	127	157	36	46	61	44	42	54	67	91	46	74	26	94	16	46	9	4	30	63	43
		28%	26%	31%	37%	30%	31%	23%	28%	26%	23%	29%	26%	37%	12%	34%	33%	37%	42%	49%	14%	31%	28%
Very badly	(1)	74	25	49	3	19	21	10	10	10	7	19	26	21	4	20	-	14	2	2	3	22	9
		7%	5%	10%	3%	13%	11%	5%	7%	5%	2%	6%	15%	10%	2%	7%	-	11%	11%	24%	2%	11%	6%
NET: Badly		357	152	206	39	66	82	54	52	64	74	110	71	94	30	114	16	60	11	6	34	85	52
		36%	31%	41%	40%	43%	41%	28%	35%	31%	26%	36%	41%	47%	13%	42%	33%	48%	53%	73%	16%	42%	34%
Don't know		20	10	10	-	1	6	3	2	7	5	5	4	4	3	4	1	*	-	-	3	7	1
		2%	2%	2%	-	1%	3%	2%	1%	3%	2%	2%	2%	2%	1%	2%	1%	*	-	-	2%	3%	*
Mean		2.61	2.70	2.51	2.57	2.52	2.48	2.69	2.64	2.71	2.75	2.61	2.50	2.45	2.92	2.53	2.75	2.45	2.36	2.03	2.90	2.48	2.64
Standard deviation		0.69	0.66	0.71	0.56	0.81	0.72	0.62	0.69	0.69	0.56	0.66	0.85	0.73	0.51	0.67	0.61	0.74	0.69	0.76	0.52	0.72	0.64
Standard error		0.02	0.03	0.03	0.07	0.08	0.06	0.04	0.05	0.04	0.03	0.05	0.08	0.05	0.03	0.04	0.09	0.07	0.16	0.29	0.03	0.05	0.06

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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	458	542	56	100	166	211	170	294	454	206	118	189	249	270	44	114	19	7	261	227	136	
Weighted base	1000	495	505	96	153	199	191	151	206	287	309	173	199	221	274	48	124	21	9	215	204	156	
NET: Well	641	339	301	75	89	119	125	100	131	214	195	113	98	192	154	37	69	7	2	172	112	107	
	64%	69%	60%	78%	58%	60%	65%	66%	64%	75%	63%	65%	49%	87%	56%	78%	56%	35%	27%	80%	55%	69%	
Very well	(4)	61	38	22	6	15	9	11	5	14	16	17	15	9	26	6	8	7	-	-	22	8	9
		6%	8%	4%	7%	10%	5%	6%	3%	7%	6%	6%	9%	4%	12%	2%	17%	6%	-	-	10%	4%	5%
Quite well	(3)	580	301	279	69	74	110	113	95	117	198	177	98	89	166	148	29	62	7	2	150	104	99
		58%	61%	55%	71%	48%	55%	59%	63%	57%	69%	58%	57%	45%	75%	54%	61%	50%	35%	27%	70%	51%	63%
Quite badly	(2)	252	105	147	17	44	58	51	39	44	59	88	37	61	23	86	8	44	11	4	34	62	37
		25%	21%	29%	17%	29%	29%	27%	26%	21%	21%	28%	21%	31%	11%	31%	17%	35%	54%	49%	16%	30%	23%
Very badly	(1)	76	40	36	4	16	18	10	12	16	9	18	19	27	2	30	1	10	2	2	4	25	8
		8%	8%	7%	4%	11%	9%	5%	8%	8%	3%	6%	11%	14%	1%	11%	2%	8%	11%	24%	2%	12%	5%
NET: Badly		328	146	183	21	60	76	61	51	59	68	106	56	89	26	115	9	54	13	6	38	87	45
		33%	29%	36%	22%	39%	38%	32%	34%	29%	24%	34%	32%	45%	12%	42%	19%	43%	65%	73%	18%	43%	29%
Don't know		31	10	21	-	4	3	6	*	16	5	8	4	12	3	5	1	1	-	-	5	5	4
		3%	2%	4%	-	2%	2%	3%	*	8%	2%	3%	2%	6%	1%	2%	3%	1%	-	-	3%	3%	3%
Mean		2.65	2.70	2.59	2.80	2.59	2.56	2.68	2.61	2.68	2.79	2.65	2.64	2.42	2.99	2.48	2.96	2.54	2.24	2.03	2.90	2.48	2.71
Standard deviation		0.72	0.73	0.69	0.62	0.82	0.73	0.67	0.68	0.73	0.59	0.68	0.80	0.80	0.52	0.72	0.67	0.73	0.65	0.76	0.58	0.77	0.65
Standard error		0.02	0.03	0.03	0.08	0.08	0.06	0.05	0.05	0.04	0.03	0.05	0.07	0.06	0.03	0.04	0.10	0.07	0.15	0.29	0.04	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	458	542	56	100	166	211	170	294	454	206	118	189	249	270	44	114	19	7	261	227	136
Weighted base	1000	495	505	96	153	199	191	151	206	287	309	173	199	221	274	48	124	21	9	215	204	156
I am satisfied with the job David Cameron is doing overall as Prime Minister	308 31%	159 32%	149 29%	32 33%	43 28%	60 30%	52 27%	47 31%	72 35%	95 33%	91 30%	55 32%	47 24%	161 73%	28 10%	21 43%	25 20%	2 8%	1 17%	136 63%	30 15%	36 23%
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	268 27%	122 25%	146 29%	28 29%	36 24%	50 25%	62 32%	37 25%	54 26%	94 33%	89 29%	34 20%	49 25%	49 22%	48 17%	18 37%	47 38%	8 36%	1 10%	58 27%	31 15%	55 35%
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 30%	150 30%	155 31%	28 29%	58 38%	66 33%	57 30%	46 30%	50 24%	77 27%	96 31%	45 26%	80 40%	8 4%	189 69%	6 13%	34 27%	10 48%	5 59%	17 8%	126 62%	53 34%
Refused	43 4%	26 5%	17 3%	4 4%	4 3%	9 4%	5 2%	6 4%	13 6%	5 2%	12 4%	16 9%	7 4%	1 *	- -	2 5%	7 6%	- -	1 14%	2 1%	4 2%	4 3%
Don't know	76 8%	38 8%	38 8%	4 4%	10 7%	15 7%	16 8%	14 9%	17 8%	16 5%	20 7%	23 13%	15 8%	1 *	9 3%	1 1%	11 9%	2 8%	- -	2 1%	13 6%	8 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	458	542	56	100	166	211	170	294	454	206	118	189	249	270	44	114	19	7	261	227	136
Weighted base	1000	495	505	96	153	199	191	151	206	287	309	173	199	221	274	48	124	21	9	215	204	156
The Conservatives	262 26%	140 28%	122 24%	21 21%	21 14%	55 28%	50 26%	51 34%	64 31%	100 35%	74 24%	35 20%	45 23%	83 38%	67 24%	8 17%	29 23%	6 28%	2 20%	83 39%	55 27%	42 27%
Labour	178 18%	98 20%	80 16%	18 18%	36 24%	44 22%	30 16%	23 15%	26 13%	50 17%	49 16%	31 18%	41 21%	31 14%	63 23%	5 10%	21 17%	6 28%	1 11%	32 15%	56 28%	18 12%
The Liberal Democrat	162 16%	85 17%	77 15%	9 9%	24 16%	34 17%	38 20%	19 13%	37 18%	61 21%	50 16%	22 13%	23 12%	55 25%	30 11%	9 19%	13 11%	7 33%	-	48 22%	29 14%	33 21%
The UK Independence Party (UKIP)	62 6%	41 8%	21 4%	13 13%	16 10%	12 6%	12 6%	6 4%	4 2%	21 7%	11 3%	11 6%	16 8%	18 8%	11 4%	1 1%	19 15%	2 9%	-	18 8%	17 8%	4 3%
None of them	547 55%	266 54%	281 56%	59 61%	88 57%	103 52%	106 55%	74 49%	114 55%	131 46%	178 58%	106 61%	116 58%	98 44%	151 55%	33 69%	66 53%	10 50%	6 69%	92 43%	103 51%	82 53%
Don't know	28 3%	10 2%	18 4%	3 3%	7 5%	6 3%	3 2%	2 1%	5 3%	10 4%	6 2%	4 3%	6 3%	5 2%	5 2%	1 2%	4 3%	-	-	7 3%	2 1%	4 2%

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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	458	542	56	100	166	211	170	294	454	206	118	189	249	270	44	114	19	7	261	227	136
Weighted base	1000	495	505	96	153	199	191	151	206	287	309	173	199	221	274	48	124	21	9	215	204	156
A Labour government	345	178	167	34	64	84	52	54	56	75	117	59	83	2	214	5	41	8	4	16	151	24
	34%	36%	33%	35%	42%	42%	27%	36%	27%	26%	38%	34%	42%	1%	78%	11%	33%	41%	49%	7%	74%	16%
A Conservative government	281	139	141	20	35	37	58	52	78	99	78	45	46	178	5	8	37	5	-	157	11	34
	28%	28%	28%	21%	23%	19%	30%	34%	38%	35%	25%	26%	23%	81%	2%	16%	29%	24%	-	73%	6%	22%
A coalition between Labour and the Liberal Democrats	111	54	58	17	12	30	22	13	17	37	34	14	25	1	50	14	5	4	3	3	23	46
	11%	11%	11%	17%	8%	15%	11%	9%	8%	13%	11%	8%	13%	*	18%	29%	4%	20%	37%	1%	11%	30%
A coalition between the Conservatives and the Liberal Democrats	107	57	49	9	17	23	22	16	20	36	38	19	11	39	3	19	14	2	-	30	7	35
	11%	12%	10%	9%	11%	12%	12%	11%	9%	13%	12%	11%	5%	17%	1%	39%	12%	9%	-	14%	3%	23%
Don't know	157	67	90	17	25	25	37	15	35	39	42	36	34	2	3	2	28	1	1	9	12	16
	16%	13%	18%	18%	16%	12%	19%	10%	17%	14%	14%	21%	17%	1%	1%	5%	22%	6%	14%	4%	6%	10%

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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	458 46%	495 50%
Female	542 54%	505 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	56 6%	96 10%
25-34	100 10%	153 15%
35-44	166 17%	199 20%
45-54	211 21%	191 19%
55-64	170 17%	151 15%
65 or older	294 29%	206 21%
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	146 15%	93 9%
B	308 31%	194 19%
C1	206 21%	309 31%
C2	118 12%	173 17%
D	77 8%	93 9%
E	112 11%	106 11%
Refused	33 3%	33 3%

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Absolutes/col percents

Table 17

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

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

Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	261 26%	215 22%
Labour	227 23%	204 20%
Liberal Democrats	136 14%	156 16%
Another party	26 3%	22 2%
Did not vote	260 26%	325 32%
Refused	51 5%	42 4%
Don't know	39 4%	36 4%