

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th 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	448	552	43	77	118	180	234	347	335	201	171	264	225	151	154	142	28	7	225	115	275	
Weighted base	1000	494	506	83	118	145	192	192	269	187	270	258	257	225	138	147	151	32	10	212	86	253	
Certain to vote	(10)	531	271	259	29	35	75	98	121	172	119	152	115	128	166	75	84	81	20	4	169	58	177
		53%	55%	51%	35%	30%	52%	51%	63%	64%	64%	56%	44%	50%	74%	54%	57%	54%	63%	44%	80%	68%	70%
	(9)	64	39	25	5	11	4	20	9	16	12	21	19	12	15	14	16	10	3	-	15	9	18
		6%	8%	5%	5%	9%	3%	11%	4%	6%	6%	8%	7%	5%	7%	10%	11%	7%	9%	-	7%	10%	7%
	(8)	73	38	35	1	6	14	9	15	27	12	11	15	31	11	17	17	8	3	2	11	9	25
		7%	8%	7%	1%	5%	10%	5%	8%	10%	6%	4%	6%	12%	5%	12%	11%	6%	10%	20%	5%	10%	10%
	(7)	48	20	28	5	3	8	10	12	10	6	19	10	12	12	6	6	14	2	-	3	3	9
		5%	4%	5%	6%	3%	6%	5%	6%	4%	3%	7%	4%	5%	5%	5%	4%	10%	5%	-	1%	3%	4%
	(6)	38	18	19	1	6	6	13	3	9	5	11	8	13	4	6	10	11	*	-	2	1	5
		4%	4%	4%	1%	5%	4%	7%	2%	3%	3%	4%	3%	5%	2%	4%	7%	7%	2%	-	1%	2%	2%
	(5)	62	24	38	13	7	8	8	10	15	7	12	23	18	10	9	8	17	1	3	4	5	7
		6%	5%	7%	16%	6%	6%	4%	5%	6%	4%	4%	9%	7%	4%	7%	6%	11%	2%	36%	2%	5%	3%
	(4)	21	14	7	8	3	4	3	2	2	5	4	7	5	3	5	1	3	3	-	1	-	2
		2%	3%	1%	9%	2%	2%	2%	1%	1%	3%	2%	3%	2%	1%	3%	1%	2%	9%	-	*	-	1%
	(3)	30	12	18	6	8	3	5	4	3	7	8	11	4	5	6	3	6	-	-	*	-	4
		3%	3%	3%	7%	6%	2%	3%	2%	1%	4%	3%	4%	1%	2%	4%	2%	4%	-	-	*	-	2%
	(2)	19	6	13	5	5	1	6	1	1	2	4	7	5	-	-	1	1	-	-	1	-	1
		2%	1%	2%	6%	5%	1%	3%	1%	*	1%	1%	3%	2%	-	-	1%	*	-	-	*	-	*
Definitely would not vote	(1)	111	48	62	11	34	20	20	14	12	10	27	44	27	-	-	-	-	-	-	5	1	3
		11%	10%	12%	13%	29%	14%	10%	7%	5%	5%	10%	17%	11%	-	-	-	-	-	-	2%	1%	1%
Refused		1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	1	2	-	-	1	-	1	1	-	-	1	-	-	-	-	-	-	-	2	1	-
		*	*	*	-	-	1%	-	*	*	-	-	1%	-	-	-	-	-	-	-	1%	1%	-
Mean		7.69	7.92	7.48	6.23	5.67	7.54	7.71	8.37	8.63	8.40	7.94	6.91	7.68	9.17	8.52	8.73	8.30	8.83	7.79	9.38	9.14	9.08
Standard deviation		3.18	3.04	3.29	3.42	3.81	3.28	3.15	2.74	2.40	2.73	3.05	3.54	3.07	1.71	2.11	1.90	2.21	1.96	2.35	1.72	1.67	1.85
Standard error		0.10	0.14	0.14	0.52	0.43	0.30	0.23	0.18	0.13	0.15	0.22	0.27	0.19	0.11	0.17	0.15	0.19	0.37	0.89	0.11	0.16	0.11

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th August 2014

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	448	552	43	77	118	180	234	347	335	201	171	264	225	151	154	142	28	7	225	115	275
Weighted base	1000	494	506	83	118	145	192	192	269	187	270	258	257	225	138	147	151	32	10	212	86	253
Conservative	225 22%	120 24%	105 21%	22 27%	17 14%	31 21%	44 23%	37 19%	73 27%	54 29%	69 25%	49 19%	49 19%	225 100%	-	-	-	-	-	146 69%	5 6%	28 11%
Labour	138 14%	64 13%	74 15%	15 18%	17 15%	24 16%	22 11%	34 17%	26 10%	24 13%	25 9%	47 18%	39 15%	-	138 100%	-	-	-	-	4 2%	58 67%	36 14%
Liberal Democrat	147 15%	63 13%	85 17%	4 5%	9 8%	20 14%	29 15%	27 14%	58 21%	26 14%	43 16%	27 11%	46 18%	-	-	147 100%	-	-	-	1 *	1 1%	104 41%
The UK Independence Party (UKIP)	151 15%	101 21%	50 10%	13 15%	10 9%	20 14%	38 20%	33 17%	38 14%	23 12%	39 15%	48 18%	37 14%	-	-	-	151 100%	-	-	29 14%	10 12%	28 11%
The Green Party	32 3%	19 4%	13 3%	6 8%	7 6%	6 4%	4 2%	3 2%	5 2%	8 4%	14 5%	4 1%	6 2%	-	-	-	-	32 100%	-	3 1%	2 2%	13 5%
The British National Party (BNP)	2 *	2 *	-	-	-	1 1%	1 1%	-	-	1 *	-	-	1 1%	-	-	-	-	-	2 22%	-	-	-
Some other party	7 1%	6 1%	1 *	3 3%	-	4 3%	1 *	-	-	1 1%	3 1%	3 1%	-	-	-	-	-	-	7 78%	-	-	1 *
Would not vote	111 11%	48 10%	62 12%	11 13%	34 29%	20 14%	20 10%	14 7%	12 5%	10 5%	27 10%	44 17%	27 11%	-	-	-	-	-	-	5 2%	1 1%	3 1%
Refused	64 6%	25 5%	39 8%	-	3 3%	4 3%	8 4%	18 9%	30 11%	8 4%	19 7%	13 5%	20 8%	-	-	-	-	-	-	9 4%	* *	7 3%
Don't know	124 12%	45 9%	79 16%	8 10%	19 17%	15 10%	26 14%	28 14%	26 10%	32 17%	30 11%	23 9%	31 12%	-	-	-	-	-	-	16 8%	9 10%	33 13%

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th August 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	521	259	262	18	26	61	92	125	199	188	105	86	130	181	109	112	96	19	4	161	80	177
Weighted base	502	271	231	33	39	75	100	102	154	103	144	119	124	175	95	106	98	23	5	154	61	167
Conservative	175	91	85	12	12	24	35	31	61	44	55	34	39	175	-	-	-	-	-	126	4	24
	35%	33%	37%	36%	31%	32%	36%	30%	40%	43%	38%	29%	31%	100%	-	-	-	-	-	81%	6%	14%
Labour	95	48	47	6	9	19	16	24	20	16	19	30	27	-	95	-	-	-	-	3	47	27
	19%	18%	20%	19%	23%	25%	16%	23%	13%	16%	14%	25%	22%	-	100%	-	-	-	-	2%	78%	16%
Liberal Democrat	106	47	59	4	6	13	19	22	42	21	32	20	29	-	-	106	-	-	-	1	*	84
	21%	17%	26%	12%	14%	17%	19%	21%	27%	20%	22%	17%	23%	-	-	100%	-	-	-	*	*	50%
The UK Independence Party (UKIP)	98	67	30	7	6	10	25	24	27	17	22	31	24	-	-	-	98	-	-	23	8	22
	19%	25%	13%	20%	15%	14%	25%	23%	18%	17%	15%	26%	20%	-	-	-	100%	-	-	15%	14%	13%
The Green Party	23	14	10	4	6	4	3	2	3	4	12	3	4	-	-	-	-	23	-	2	1	10
	5%	5%	4%	12%	16%	6%	3%	2%	2%	4%	8%	3%	3%	-	-	-	-	100%	-	1%	2%	6%
The British National Party (BNP)	2	2	-	-	-	1	1	-	-	1	-	-	1	-	-	-	-	-	2	-	-	-
	*	1%	-	-	-	1%	1%	-	-	1%	-	-	1%	-	-	-	-	-	28%	-	-	-
Some other party	4	3	*	*	-	3	*	-	-	*	3	*	-	-	-	-	-	-	4	-	-	*
	1%	1%	*	1%	-	5%	*	-	-	*	2%	*	-	-	-	-	-	-	72%	-	-	*

Berwick Upon Tweed Poll
CATI Fieldwork : 21st - 28th August 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	35%
Labour	19%
Liberal Democrat	22%
UKIP	19%
Green	4%
Other	1%

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th August 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	448	552	43	77	118	180	234	347	335	201	171	264	225	151	154	142	28	7	225	115	275
Weighted base	1000	494	506	83	118	145	192	192	269	187	270	258	257	225	138	147	151	32	10	212	86	253
Conservative	218 22%	119 24%	99 20%	20 24%	15 13%	30 21%	39 20%	40 21%	74 28%	50 27%	64 24%	47 18%	53 21%	198 88%	2 1%	- -	5 3%	1 2%	- -	143 68%	4 5%	25 10%
Labour	121 12%	66 13%	56 11%	18 22%	14 12%	16 11%	19 10%	26 14%	27 10%	22 12%	22 8%	39 15%	38 15%	1 *	109 79%	2 1%	3 2%	4 12%	- -	4 2%	55 64%	23 9%
Liberal Democrat	227 23%	90 18%	137 27%	7 8%	20 17%	34 23%	45 23%	47 24%	74 28%	44 24%	65 24%	50 19%	63 25%	16 7%	19 14%	141 96%	14 9%	8 26%	- -	14 7%	6 7%	134 53%
The UK Independence Party (UKIP)	134 13%	93 19%	42 8%	13 15%	11 9%	19 13%	35 18%	25 13%	31 12%	22 12%	36 13%	43 17%	28 11%	3 1%	1 1%	- -	123 82%	- -	1 14%	25 12%	9 11%	26 10%
The Green Party	23 2%	13 3%	10 2%	2 2%	9 8%	3 2%	5 2%	2 1%	4 1%	6 3%	7 3%	6 2%	4 2%	- -	2 2%	1 1%	- -	18 56%	- -	1 *	2 2%	11 5%
The British National Party (BNP)	4 *	2 *	2 *	2 2%	- -	- -	1 1%	1 1%	- -	- -	- -	1 *	3 1%	- -	1 1%	- -	- -	- -	1 14%	- -	1 1%	- -
Some other party	9 1%	7 1%	2 *	3 3%	- -	5 3%	1 *	- -	1 *	1 *	5 2%	3 1%	1 *	- -	- -	- -	- -	- -	7 72%	- -	- -	1 *
Would not vote	111 11%	48 10%	62 12%	11 13%	34 29%	20 14%	20 10%	14 7%	12 5%	10 5%	27 10%	44 17%	27 11%	- -	- -	- -	- -	- -	- -	5 2%	1 1%	3 1%
Refused	44 4%	18 4%	26 5%	- -	2 2%	4 3%	6 3%	13 7%	19 7%	5 3%	14 5%	7 3%	14 6%	- -	1 1%	- -	- -	- -	- -	3 1%	- -	2 1%
Don't know	108 11%	37 8%	70 14%	7 9%	13 11%	15 10%	22 11%	24 13%	26 10%	27 14%	30 11%	18 7%	26 10%	7 3%	3 3%	3 2%	6 4%	1 4%	- -	17 8%	8 10%	29 11%

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th August 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	544	268	276	18	29	62	97	131	207	198	104	90	139	173	106	109	93	18	4	166	83	184
Weighted base	522	281	241	35	42	75	102	106	161	109	143	124	133	169	92	103	94	23	5	159	62	173
Conservative	170	91	79	12	12	23	30	32	61	41	53	32	41	156	1	-	3	*	-	124	4	21
	33%	33%	33%	34%	27%	31%	30%	30%	38%	38%	37%	26%	31%	92%	1%	-	4%	*	-	78%	6%	12%
Labour	83	48	35	9	8	13	14	20	20	14	17	23	27	*	76	1	1	2	-	3	44	18
	16%	17%	14%	25%	18%	17%	14%	19%	12%	13%	12%	19%	21%	*	82%	1%	1%	10%	-	2%	70%	10%
Liberal Democrat	153	61	92	4	11	22	28	34	54	33	44	33	40	10	13	102	6	7	-	10	5	106
	29%	22%	38%	11%	26%	30%	28%	32%	33%	31%	30%	27%	30%	6%	14%	98%	7%	30%	-	6%	8%	61%
The UK Independence Party (UKIP)	90	65	25	7	5	12	25	19	23	17	20	30	18	2	1	-	83	-	1	21	8	20
	17%	23%	10%	19%	11%	16%	24%	18%	14%	15%	14%	24%	14%	1%	1%	-	88%	-	19%	13%	13%	12%
The Green Party	18	9	9	2	7	2	4	1	3	4	5	5	3	-	1	1	-	14	-	1	1	8
	3%	3%	4%	5%	18%	2%	4%	1%	2%	4%	4%	4%	2%	-	1%	1%	-	60%	-	1%	2%	5%
The British National Party (BNP)	3	2	2	2	-	-	1	1	-	-	-	1	2	-	1	-	-	-	1	-	1	-
	1%	1%	1%	5%	-	-	1%	1%	-	-	-	1%	2%	-	1%	-	-	-	16%	-	1%	-
Some other party	4	4	*	*	-	3	*	-	1	*	3	*	1	-	-	-	-	-	4	-	-	*
	1%	2%	*	1%	-	4%	*	-	1%	*	2%	*	1%	-	-	-	-	-	65%	-	-	*

Berwick Upon Tweed Poll
CATI Fieldwork : 21st - 28th August 2014

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	33%
Labour	16%
Liberal Democrat	30%
UKIP	17%
Green	3%
Other	1%

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th August 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	448	552	43	77	118	180	234	347	335	201	171	264	225	151	154	142	28	7	225	115	275
Weighted base	1000	494	506	83	118	145	192	192	269	187	270	258	257	225	138	147	151	32	10	212	86	253
I would not vote UKIP	571	264	307	47	56	90	107	105	164	116	159	135	145	173	98	117	-	31	7	134	53	182
	57%	53%	61%	57%	48%	62%	56%	55%	61%	62%	59%	52%	56%	77%	71%	79%	-	97%	72%	63%	61%	72%
I would not vote Labour	535	278	256	36	52	82	107	99	157	94	158	131	135	185	-	86	109	20	5	173	14	129
	53%	56%	51%	44%	44%	57%	56%	52%	58%	50%	59%	51%	53%	82%	-	59%	72%	62%	50%	82%	17%	51%
I would not vote Conservative	468	249	219	39	64	78	89	90	107	69	124	128	133	-	108	95	108	29	7	19	66	148
	47%	50%	43%	47%	54%	54%	47%	47%	40%	37%	46%	49%	52%	-	79%	64%	71%	92%	76%	9%	76%	58%
I would not vote Liberal Democrat	464	271	192	38	66	72	86	86	115	88	119	131	111	126	85	-	112	15	9	133	61	66
	46%	55%	38%	46%	56%	50%	45%	45%	43%	47%	44%	51%	43%	56%	62%	-	74%	48%	94%	63%	71%	26%
None of these - I would potentially vote for all of them	92	41	51	13	17	11	11	17	23	17	16	33	24	13	10	10	6	-	1	6	5	13
	9%	8%	10%	16%	14%	7%	6%	9%	9%	9%	6%	13%	9%	6%	7%	7%	4%	-	6%	3%	6%	5%
Don't know	23	9	13	2	4	5	1	*	10	2	8	4	8	-	-	*	-	-	-	1	-	*
	2%	2%	3%	2%	3%	3%	1%	*	4%	1%	3%	1%	3%	-	-	*	-	-	-	1%	-	*

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th August 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	448	552	43	77	118	180	234	347	335	201	171	264	225	151	154	142	28	7	225	115	275	
Weighted base	1000	494	506	83	118	145	192	192	269	187	270	258	257	225	138	147	151	32	10	212	86	253	
NET: Well	590	320	271	44	59	68	113	119	186	123	171	145	137	189	68	93	77	16	7	169	41	165	
	59%	65%	53%	53%	50%	47%	59%	62%	69%	66%	63%	56%	53%	84%	50%	64%	51%	51%	68%	80%	48%	65%	
Very well	(4)	33	20	14	3	3	8	2	6	11	5	10	6	10	21	1	*	1	2	1	23	2	1
		3%	4%	3%	3%	3%	6%	1%	3%	4%	3%	4%	2%	4%	9%	1%	*	1%	5%	6%	11%	2%	1%
Quite well	(3)	557	300	257	41	56	60	111	113	175	117	160	139	126	167	67	93	76	14	6	146	39	163
		56%	61%	51%	50%	47%	41%	58%	59%	65%	63%	59%	54%	49%	74%	49%	63%	50%	46%	62%	69%	46%	65%
Quite badly	(2)	296	107	188	36	42	57	54	52	56	53	74	82	79	29	59	45	41	14	1	26	33	77
		30%	22%	37%	43%	35%	39%	28%	27%	21%	29%	27%	32%	31%	13%	43%	31%	27%	45%	14%	12%	38%	30%
Very badly	(1)	82	52	30	3	12	16	22	13	15	5	17	25	31	5	9	7	28	1	2	11	9	8
		8%	11%	6%	3%	10%	11%	7%	6%	3%	6%	10%	12%	2%	7%	4%	19%	5%	18%	5%	11%	3%	
NET: Badly		378	159	219	39	53	73	76	66	71	58	90	108	110	34	68	52	69	16	3	37	42	85
		38%	32%	43%	47%	45%	50%	40%	34%	26%	31%	34%	42%	43%	15%	50%	35%	46%	49%	32%	18%	49%	34%
Don't know		32	15	17	-	5	4	3	8	12	6	9	5	10	3	1	2	5	-	-	6	3	3
		3%	3%	3%	-	4%	3%	1%	4%	5%	3%	3%	2%	4%	1%	1%	1%	3%	-	-	3%	3%	1%
Mean		2.56	2.60	2.52	2.53	2.45	2.42	2.49	2.61	2.71	2.68	2.63	2.50	2.47	2.92	2.44	2.60	2.35	2.51	2.56	2.88	2.41	2.63
Standard deviation		0.70	0.74	0.66	0.63	0.72	0.77	0.71	0.67	0.64	0.58	0.67	0.71	0.77	0.55	0.64	0.58	0.80	0.67	0.90	0.67	0.72	0.56
Standard error		0.02	0.04	0.03	0.10	0.08	0.07	0.05	0.04	0.04	0.03	0.05	0.05	0.05	0.04	0.05	0.05	0.07	0.13	0.34	0.05	0.07	0.03

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th August 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	448	552	43	77	118	180	234	347	335	201	171	264	225	151	154	142	28	7	225	115	275	
Weighted base	1000	494	506	83	118	145	192	192	269	187	270	258	257	225	138	147	151	32	10	212	86	253	
NET: Well	590	311	278	48	68	67	101	120	186	134	176	134	131	179	77	92	71	20	4	158	44	165	
	59%	63%	55%	58%	58%	46%	53%	62%	69%	72%	65%	52%	51%	79%	56%	62%	47%	65%	44%	74%	52%	65%	
Very well	(4)	43	23	20	6	4	8	4	5	16	10	8	7	16	24	2	2	3	-	-	22	3	3
		4%	5%	4%	7%	3%	6%	2%	3%	6%	5%	3%	3%	6%	11%	1%	1%	2%	-	-	11%	4%	1%
Quite well	(3)	547	288	259	42	65	59	97	115	170	124	168	127	115	155	75	90	68	20	4	135	41	162
		55%	58%	51%	51%	55%	41%	50%	60%	63%	66%	62%	49%	45%	69%	55%	61%	45%	65%	44%	64%	48%	64%
Quite badly	(2)	291	124	167	29	35	53	65	52	57	44	66	91	84	38	51	46	50	6	5	39	30	78
		29%	25%	33%	35%	30%	36%	34%	27%	21%	23%	25%	35%	33%	17%	37%	31%	33%	18%	56%	18%	35%	31%
Very badly	(1)	92	47	45	6	13	21	20	16	15	7	21	27	33	4	7	7	29	5	-	10	12	8
		9%	10%	9%	7%	11%	15%	11%	8%	6%	4%	8%	10%	13%	2%	5%	5%	19%	17%	-	5%	14%	3%
NET: Badly		383	172	212	35	48	74	86	67	72	50	88	118	117	42	58	53	78	11	5	49	42	85
		38%	35%	42%	42%	41%	51%	45%	35%	27%	27%	33%	46%	45%	19%	42%	36%	52%	35%	56%	23%	48%	34%
Don't know		27	10	16	-	2	4	5	5	11	3	5	6	9	5	2	2	2	-	-	5	-	3
		3%	2%	3%	-	1%	3%	3%	3%	4%	2%	2%	2%	4%	2%	2%	1%	1%	-	-	2%	-	1%
Mean		2.56	2.59	2.52	2.58	2.51	2.38	2.45	2.59	2.72	2.74	2.62	2.45	2.46	2.90	2.54	2.60	2.30	2.48	2.44	2.82	2.42	2.64
Standard deviation		0.72	0.73	0.72	0.72	0.73	0.81	0.72	0.68	0.67	0.61	0.68	0.72	0.80	0.58	0.62	0.61	0.80	0.78	0.52	0.68	0.77	0.56
Standard error		0.02	0.03	0.03	0.11	0.08	0.08	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.04	0.05	0.05	0.07	0.15	0.20	0.05	0.07	0.03

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th August 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	448	552	43	77	118	180	234	347	335	201	171	264	225	151	154	142	28	7	225	115	275
Weighted base	1000	494	506	83	118	145	192	192	269	187	270	258	257	225	138	147	151	32	10	212	86	253
I am satisfied with the job David Cameron is doing overall as Prime Minister	327 33%	165 33%	163 32%	34 41%	32 27%	40 28%	62 32%	48 25%	111 41%	61 33%	80 30%	89 34%	89 35%	139 62%	23 17%	41 28%	33 22%	6 19%	3 36%	125 59%	18 21%	64 25%
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	331 33%	149 30%	182 36%	24 29%	42 36%	45 31%	73 38%	71 37%	75 28%	69 37%	99 37%	88 34%	67 26%	81 36%	16 12%	58 39%	71 47%	6 20%	3 32%	74 35%	13 15%	94 37%
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.	237 24%	126 25%	111 22%	19 23%	37 32%	40 28%	39 20%	47 25%	54 20%	39 21%	61 23%	62 24%	71 28%	4 2%	97 71%	38 26%	32 21%	16 51%	1 14%	8 4%	49 57%	74 29%
Refused	28 3%	13 3%	15 3%	- -	- -	3 2%	6 3%	5 3%	14 5%	7 4%	8 3%	4 2%	6 2%	- -	- -	1 1%	5 3%	* 2%	- -	1 *	1 1%	5 2%
Don't know	77 8%	41 8%	36 7%	6 7%	6 5%	17 11%	11 6%	21 11%	16 6%	12 6%	21 8%	15 6%	24 9%	- -	1 *	9 6%	11 7%	3 9%	2 18%	4 2%	6 7%	16 6%

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th August 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	448	552	43	77	118	180	234	347	335	201	171	264	225	151	154	142	28	7	225	115	275
Weighted base	1000	494	506	83	118	145	192	192	269	187	270	258	257	225	138	147	151	32	10	212	86	253
The Liberal Democrat	376	190	187	19	35	59	76	83	104	69	110	79	110	80	56	80	49	19	4	76	32	129
	38%	38%	37%	23%	30%	40%	39%	43%	39%	37%	41%	30%	43%	35%	40%	54%	32%	60%	42%	36%	38%	51%
The Conservatives	280	138	142	18	29	34	69	61	67	61	81	71	59	90	33	37	37	10	1	84	21	80
	28%	28%	28%	22%	24%	24%	36%	32%	25%	33%	30%	28%	23%	40%	24%	25%	25%	33%	6%	40%	25%	32%
Labour	100	50	49	9	12	27	12	22	17	16	34	23	24	18	20	11	11	4	2	13	13	19
	10%	10%	10%	11%	10%	19%	6%	11%	6%	9%	13%	9%	9%	8%	15%	8%	8%	12%	24%	6%	16%	7%
The UK Independence Party (UKIP)	92	57	34	6	14	13	17	15	25	13	28	26	22	14	9	7	27	1	2	18	4	19
	9%	12%	7%	7%	12%	9%	9%	8%	9%	7%	10%	10%	9%	6%	7%	5%	18%	3%	18%	9%	5%	7%
None of them	484	235	249	49	70	70	78	87	129	88	124	132	123	103	63	58	71	12	6	94	42	99
	48%	48%	49%	60%	59%	48%	41%	45%	48%	47%	46%	51%	48%	46%	46%	39%	47%	38%	58%	44%	49%	39%
Don't know	14	8	6	-	2	5	3	2	1	4	4	3	2	1	1	1	3	-	-	1	1	1
	1%	2%	1%	-	2%	3%	2%	1%	*	2%	1%	1%	1%	1%	1%	*	2%	-	-	*	1%	*

Berwick Upon Tweed Poll

CATI Fieldwork : 21st - 28th August 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	448	552	43	77	118	180	234	347	335	201	171	264	225	151	154	142	28	7	225	115	275
Weighted base	1000	494	506	83	118	145	192	192	269	187	270	258	257	225	138	147	151	32	10	212	86	253
A Conservative government	313 31%	172 35%	141 28%	27 33%	25 21%	34 24%	61 32%	59 31%	107 40%	71 38%	96 35%	73 28%	68 26%	191 85%	-	8 5%	53 35%	1 2%	2 18%	170 80%	5 5%	48 19%
A Labour government	226 23%	127 26%	99 20%	28 34%	31 26%	40 28%	34 18%	51 26%	41 15%	34 18%	51 19%	68 26%	68 27%	2 1%	110 80%	7 5%	43 28%	10 32%	6 58%	11 5%	64 74%	45 18%
A coalition between the Conservatives and the Liberal Democrats	157 16%	65 13%	92 18%	11 14%	14 12%	19 13%	34 18%	33 17%	45 17%	34 18%	37 14%	41 16%	40 16%	27 12%	-	63 43%	20 13%	9 28%	1 6%	25 12%	2 2%	74 29%
A coalition between Labour and the Liberal Democrats	154 15%	68 14%	86 17%	10 12%	21 18%	23 16%	33 17%	26 13%	41 15%	24 13%	49 18%	37 14%	42 16%	2 1%	25 18%	62 42%	12 8%	9 28%	-	1 1%	8 10%	67 26%
Don't know	150 15%	62 13%	88 17%	6 7%	26 22%	28 20%	29 15%	24 12%	36 13%	24 13%	37 14%	39 15%	38 15%	3 1%	3 2%	7 5%	23 15%	3 10%	2 18%	5 2%	7 8%	20 8%

Berwick Upon Tweed Poll
CATI Fieldwork : 21st - 28th August 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	448 45%	494 49%
Female	552 55%	506 51%

Berwick Upon Tweed Poll
CATI Fieldwork : 21st - 28th August 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	43 4%	83 8%
25-34	77 8%	118 12%
35-44	118 12%	145 15%
45-54	180 18%	192 19%
55-64	234 23%	192 19%
65 or older	347 35%	269 27%
Refused	1 *	1 *

Berwick Upon Tweed Poll
CATI Fieldwork : 21st - 28th August 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	118 12%	67 7%
B	217 22%	120 12%
C1	201 20%	270 27%
C2	171 17%	258 26%
D	91 9%	103 10%
E	173 17%	154 15%
Refused	29 3%	29 3%

Berwick Upon Tweed Poll
CATI Fieldwork : 21st - 28th August 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	225 23%	212 21%
Labour	115 12%	86 9%
Liberal Democrats	275 28%	253 25%
Another party	38 4%	38 4%
Did not vote	261 26%	334 33%
Refused	51 5%	43 4%
Don't know	35 4%	34 3%