

Cheadle Poll

CATI Fieldwork : 15th - 22nd 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	443	557	50	96	132	184	195	342	438	238	87	190	260	183	125	113	23	10	301	113	258	
Weighted base	1000	490	510	90	120	170	190	170	260	340	330	151	132	238	183	139	111	23	14	271	74	298	
Certain to vote	(10)	572	284	288	27	41	84	121	110	189	211	177	78	77	163	112	94	75	15	10	212	52	211
		57%	58%	56%	30%	34%	49%	64%	65%	73%	62%	54%	52%	58%	69%	61%	68%	67%	64%	71%	78%	70%	71%
	(9)	56	29	27	5	7	11	13	6	13	26	19	5	4	16	9	11	5	5	-	13	2	28
		6%	6%	5%	6%	6%	7%	7%	4%	5%	8%	6%	3%	3%	7%	5%	8%	5%	19%	-	5%	2%	9%
	(8)	81	32	50	12	9	18	13	15	14	27	24	11	15	20	18	11	11	1	-	17	7	15
		8%	6%	10%	13%	8%	10%	7%	9%	5%	8%	7%	7%	11%	8%	10%	8%	10%	3%	-	6%	10%	5%
	(7)	45	25	20	8	9	7	8	4	9	16	18	6	4	12	12	4	2	-	-	6	3	16
		4%	5%	4%	8%	8%	4%	4%	2%	3%	5%	5%	4%	3%	5%	6%	3%	2%	-	-	2%	4%	5%
	(6)	32	16	16	3	3	5	7	7	7	8	9	9	5	7	5	5	5	-	-	3	1	2
		3%	3%	3%	3%	3%	3%	4%	4%	3%	2%	3%	6%	4%	3%	3%	4%	5%	-	-	1%	2%	1%
	(5)	60	28	31	4	18	16	6	6	9	21	20	11	3	6	16	8	7	1	1	10	4	8
		6%	6%	6%	5%	15%	9%	3%	3%	3%	6%	6%	7%	3%	2%	9%	6%	7%	4%	9%	4%	5%	3%
	(4)	21	8	13	10	2	4	2	-	3	5	9	5	3	6	-	2	3	-	-	2	1	3
		2%	2%	3%	12%	2%	2%	1%	-	1%	1%	3%	3%	2%	3%	-	2%	3%	-	-	1%	1%	1%
	(3)	30	13	17	2	9	9	6	2	2	8	9	7	3	4	11	3	3	-	-	4	2	3
		3%	3%	3%	2%	8%	5%	3%	1%	1%	2%	3%	4%	2%	2%	6%	3%	2%	-	-	1%	3%	1%
	(2)	11	6	5	4	3	1	1	2	-	6	4	-	1	3	-	-	-	2	3	1	*	2
		1%	1%	1%	5%	3%	1%	1%	1%	-	2%	1%	-	1%	1%	-	-	-	10%	19%	*	1%	1%
Definitely would not vote	(1)	88	47	41	14	17	16	12	19	10	11	40	19	14	-	-	-	-	-	-	4	2	10
		9%	10%	8%	16%	14%	9%	6%	11%	4%	3%	12%	13%	11%	-	-	-	-	-	-	2%	3%	3%
Don't know		3	1	2	-	-	-	-	-	3	-	1	-	2	-	-	-	-	-	-	1	*	1
		*	*	*	-	-	-	-	-	1%	-	*	-	2%	-	-	-	-	-	-	*	1%	*
Mean		7.99	7.98	8.01	6.41	6.54	7.65	8.45	8.23	8.97	8.52	7.67	7.46	8.04	8.98	8.59	8.97	8.85	8.79	8.00	9.25	8.79	9.00
Standard deviation		2.98	3.04	2.93	3.38	3.32	3.06	2.70	3.04	2.20	2.47	3.22	3.27	3.06	1.90	2.16	1.86	1.97	2.48	3.38	1.83	2.30	2.13
Standard error		0.09	0.14	0.12	0.48	0.34	0.27	0.20	0.22	0.12	0.12	0.21	0.35	0.22	0.12	0.16	0.17	0.19	0.52	1.07	0.11	0.22	0.13

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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	443	557	50	96	132	184	195	342	438	238	87	190	260	183	125	113	23	10	301	113	258
Weighted base	1000	490	510	90	120	170	190	170	260	340	330	151	132	238	183	139	111	23	14	271	74	298
Conservative	238	110	127	17	22	28	40	38	92	97	75	30	27	238	-	-	-	-	-	160	3	27
	24%	22%	25%	18%	19%	17%	21%	23%	36%	29%	23%	20%	20%	100%	-	-	-	-	-	59%	4%	9%
Labour	183	93	90	21	31	44	34	31	22	72	57	31	19	-	183	-	-	-	-	14	48	71
	18%	19%	18%	23%	25%	26%	18%	18%	8%	21%	17%	21%	14%	-	100%	-	-	-	-	5%	64%	24%
Liberal Democrat	139	61	78	6	15	30	26	28	34	46	41	24	21	-	-	139	-	-	-	12	2	97
	14%	13%	15%	7%	12%	18%	13%	16%	13%	14%	12%	16%	16%	-	-	100%	-	-	-	4%	2%	33%
The UK Independence Party (UKIP)	111	69	42	5	9	16	27	18	35	27	41	18	18	-	-	-	111	-	-	35	6	29
	11%	14%	8%	6%	8%	9%	14%	11%	13%	8%	13%	12%	14%	-	-	-	100%	-	-	13%	8%	10%
The Green Party	23	7	16	7	4	1	5	5	1	12	9	1	1	-	-	-	-	23	-	2	2	8
	2%	2%	3%	8%	3%	1%	3%	3%	1%	4%	3%	1%	*	-	-	-	-	100%	-	1%	3%	3%
The British National Party (BNP)	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-	-	-
	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	3%	-	-	-
Some other party	14	8	6	3	-	1	6	2	2	2	8	4	-	-	-	-	-	-	14	4	-	5
	1%	2%	1%	3%	-	1%	3%	1%	1%	1%	2%	2%	-	-	-	-	-	-	97%	2%	-	2%
Would not vote	88	47	41	14	17	16	12	19	10	11	40	19	14	-	-	-	-	-	-	4	2	10
	9%	10%	8%	16%	14%	9%	6%	11%	4%	3%	12%	13%	11%	-	-	-	-	-	-	2%	3%	3%
Refused	65	33	32	2	1	10	14	10	27	22	18	6	10	-	-	-	-	-	-	16	3	7
	7%	7%	6%	3%	1%	6%	8%	6%	11%	7%	6%	4%	7%	-	-	-	-	-	-	6%	5%	2%
Don't know	139	62	77	14	22	23	25	19	36	50	40	18	23	-	-	-	-	-	-	23	9	46
	14%	13%	15%	16%	18%	14%	13%	11%	14%	15%	12%	12%	17%	-	-	-	-	-	-	8%	12%	15%

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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	542	246	297	20	39	66	105	114	198	253	125	46	100	202	133	97	85	18	7	214	76	163
Weighted base	521	259	262	35	46	84	107	97	151	195	165	76	68	180	128	105	81	18	9	190	48	190
Conservative	180	82	98	10	13	20	31	32	75	75	56	21	22	180	-	-	-	-	-	133	2	21
	35%	32%	38%	29%	28%	24%	29%	33%	49%	39%	34%	28%	32%	100%	-	-	-	-	-	70%	4%	11%
Labour	128	66	62	13	17	30	25	25	17	53	37	22	14	-	128	-	-	-	-	10	39	57
	25%	25%	24%	38%	38%	35%	23%	26%	11%	27%	23%	29%	20%	-	100%	-	-	-	-	5%	80%	30%
Liberal Democrat	105	51	53	4	7	21	21	24	27	37	30	15	17	-	-	105	-	-	-	10	1	80
	20%	20%	20%	13%	15%	25%	20%	24%	18%	19%	18%	20%	25%	-	-	100%	-	-	-	5%	3%	42%
The UK Independence Party (UKIP)	81	51	30	2	6	12	22	11	29	20	29	14	15	-	-	-	81	-	-	31	4	23
	16%	20%	11%	6%	12%	14%	20%	12%	19%	10%	18%	18%	21%	-	-	-	100%	-	-	16%	9%	12%
The Green Party	18	4	13	5	3	1	4	3	1	8	8	1	*	-	-	-	-	18	-	2	2	5
	3%	2%	5%	15%	7%	1%	4%	4%	1%	4%	5%	1%	1%	-	-	-	-	100%	-	1%	4%	3%
The British National Party (BNP)	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-	-	-
	*	-	*	-	-	-	-	-	*	-	-	-	1%	-	-	-	-	-	4%	-	-	-
Some other party	9	5	4	*	-	1	5	1	2	2	4	3	-	-	-	-	-	-	9	4	-	4
	2%	2%	2%	*	-	1%	4%	1%	1%	1%	2%	4%	-	-	-	-	-	-	96%	2%	-	2%

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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	24%
Liberal Democrat	21%
UKIP	15%
Green	3%
Other	2%

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Absolutes/col percents

Table 5

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	443	557	50	96	132	184	195	342	438	238	87	190	260	183	125	113	23	10	301	113	258
Weighted base	1000	490	510	90	120	170	190	170	260	340	330	151	132	238	183	139	111	23	14	271	74	298
Conservative	217 22%	105 21%	113 22%	14 15%	23 19%	26 15%	32 17%	38 22%	84 32%	88 26%	69 21%	24 16%	28 21%	185 78%	2 1%	4 3%	10 9%	- -	1 9%	153 56%	3 5%	19 6%
Labour	154 15%	83 17%	71 14%	22 25%	31 26%	28 16%	29 15%	25 15%	19 7%	61 18%	48 15%	24 16%	17 13%	1 *	135 74%	2 2%	- -	5 22%	- -	10 4%	37 50%	55 18%
Liberal Democrat	259 26%	114 23%	145 28%	15 16%	18 15%	57 34%	52 27%	47 28%	69 26%	98 29%	76 23%	42 28%	33 25%	31 13%	36 19%	128 92%	13 11%	2 9%	6 43%	40 15%	13 17%	154 51%
The UK Independence Party (UKIP)	101 10%	63 13%	38 7%	8 9%	8 7%	14 8%	25 13%	13 8%	33 13%	22 6%	39 12%	18 12%	18 13%	4 2%	2 1%	2 1%	83 75%	1 6%	- -	30 11%	6 8%	24 8%
The Green Party	16 2%	9 2%	7 1%	4 5%	4 3%	1 1%	1 1%	4 2%	1 1%	6 2%	7 2%	1 1%	- -	1 *	1 1%	- -	- -	12 52%	- -	3 1%	2 2%	4 1%
The British National Party (BNP)	* *	- -	* *	- -	- -	- -	- -	- -	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	* 3%	- -	- -	- -
Some other party	23 2%	10 2%	13 3%	3 3%	2 2%	4 2%	2 1%	7 4%	5 2%	3 1%	11 3%	5 3%	5 3%	5 2%	2 1%	- -	3 3%	1 2%	4 31%	8 3%	4 6%	6 2%
Would not vote	88 9%	47 10%	41 8%	14 16%	17 14%	16 9%	12 6%	19 11%	10 4%	11 3%	40 12%	19 13%	14 11%	- -	- -	- -	- -	- -	- -	4 2%	2 3%	10 3%
Refused	48 5%	25 5%	22 4%	2 3%	- -	7 4%	12 6%	8 5%	19 7%	19 5%	14 4%	2 1%	5 4%	- -	- -	2 1%	- -	- -	- -	7 3%	1 1%	3 1%
Don't know	94 9%	35 7%	60 12%	7 8%	17 14%	18 10%	24 13%	9 5%	19 7%	32 9%	26 8%	16 11%	12 9%	11 5%	5 3%	2 1%	2 2%	2 9%	2 14%	16 6%	6 8%	24 8%

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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	585	268	317	21	41	71	107	122	222	269	137	48	112	196	132	96	82	16	6	227	78	182
Weighted base	562	283	279	36	49	91	110	105	170	208	180	81	76	173	126	104	80	16	8	201	51	211
Conservative	163	80	83	10	11	19	25	29	68	67	51	17	23	143	*	3	8	-	1	125	2	15
	29%	28%	30%	27%	23%	21%	23%	28%	40%	32%	29%	21%	30%	82%	*	3%	9%	-	14%	62%	4%	7%
Labour	106	57	48	14	17	19	19	21	15	45	31	17	11	1	95	*	-	5	-	8	30	44
	19%	20%	17%	39%	35%	21%	18%	20%	9%	22%	17%	22%	14%	*	76%	*	-	29%	-	4%	59%	21%
Liberal Democrat	192	87	105	7	12	39	43	36	55	75	58	27	25	21	27	100	7	2	5	32	9	125
	34%	31%	37%	20%	24%	43%	39%	34%	32%	36%	32%	34%	33%	12%	21%	96%	9%	11%	64%	16%	18%	59%
The UK Independence Party (UKIP)	73	47	26	3	3	10	20	11	27	16	27	14	13	4	2	*	63	1	-	26	4	20
	13%	17%	9%	7%	6%	11%	18%	10%	16%	8%	15%	17%	17%	2%	1%	*	78%	3%	-	13%	9%	9%
The Green Party	12	5	6	2	3	1	1	3	1	3	6	1	-	1	1	-	-	8	-	3	2	3
	2%	2%	2%	6%	7%	1%	1%	3%	1%	2%	4%	1%	-	*	1%	-	-	54%	-	2%	3%	1%
The British National Party (BNP)	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	*	-	-	-
	*	-	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	4%	-	-	-
Some other party	17	6	11	*	2	3	2	5	4	2	7	4	4	4	2	-	2	*	1	7	4	5
	3%	2%	4%	*	4%	4%	2%	5%	2%	1%	4%	5%	5%	2%	1%	-	3%	3%	17%	4%	7%	2%

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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	30%
Labour	19%
Liberal Democrat	34%
UKIP	13%
Green	2%
Other	3%

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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	443	557	50	96	132	184	195	342	438	238	87	190	260	183	125	113	23	10	301	113	258
Weighted base	1000	490	510	90	120	170	190	170	260	340	330	151	132	238	183	139	111	23	14	271	74	298
I would not vote UKIP	636	293	342	61	82	112	122	112	145	235	213	89	73	180	153	118	-	22	10	159	60	219
	64%	60%	67%	68%	68%	66%	64%	66%	56%	69%	65%	59%	55%	76%	83%	85%	-	92%	74%	59%	80%	73%
I would not vote Labour	493	238	255	29	56	58	93	92	164	161	158	75	76	196	-	57	93	12	6	208	11	106
	49%	49%	50%	32%	47%	34%	49%	54%	63%	47%	48%	50%	58%	83%	-	41%	84%	49%	44%	77%	15%	36%
I would not vote Liberal Democrat	488	250	238	42	63	76	81	97	129	140	179	80	73	152	112	-	82	14	5	176	45	88
	49%	51%	47%	47%	52%	45%	43%	57%	50%	41%	54%	53%	55%	64%	61%	-	74%	61%	38%	65%	61%	30%
I would not vote Conservative	446	214	231	38	65	88	87	75	92	133	148	81	68	-	158	83	56	20	5	27	61	190
	45%	44%	45%	42%	54%	52%	46%	44%	36%	39%	45%	54%	51%	-	86%	59%	51%	85%	38%	10%	82%	64%
None of these - I would potentially vote for all of them	81	52	29	13	11	17	16	9	14	32	21	12	8	7	4	7	5	1	2	16	2	9
	8%	11%	6%	15%	9%	10%	9%	5%	5%	9%	6%	8%	6%	3%	2%	5%	5%	3%	12%	6%	3%	3%
Don't know	8	2	6	-	-	1	-	1	5	2	1	-	3	-	-	-	-	-	-	2	-	1
	1%	*	1%	-	-	1%	-	1%	2%	1%	*	-	2%	-	-	-	-	-	-	1%	-	*

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Table 9

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	443	557	50	96	132	184	195	342	438	238	87	190	260	183	125	113	23	10	301	113	258	
Weighted base	1000	490	510	90	120	170	190	170	260	340	330	151	132	238	183	139	111	23	14	271	74	298	
NET: Well	668	351	317	55	76	112	121	112	191	244	213	103	78	202	108	110	65	12	10	221	44	200	
	67%	72%	62%	61%	63%	66%	64%	66%	73%	72%	65%	68%	59%	85%	59%	79%	59%	52%	70%	82%	60%	67%	
Very well	(4)	51	35	16	4	6	10	6	9	17	22	12	3	8	18	6	10	4	2	3	21	2	16
		5%	7%	3%	5%	5%	6%	3%	5%	6%	6%	4%	2%	6%	8%	3%	7%	4%	7%	19%	8%	2%	5%
Quite well	(3)	616	315	301	51	70	103	115	103	174	222	201	100	70	184	102	101	61	11	7	200	43	184
		62%	64%	59%	57%	59%	60%	60%	61%	67%	65%	61%	66%	53%	77%	56%	72%	55%	46%	51%	74%	58%	62%
Quite badly	(2)	261	109	152	32	34	48	53	45	50	79	96	37	36	28	68	24	38	11	1	36	26	82
		26%	22%	30%	36%	28%	28%	28%	26%	19%	23%	29%	24%	27%	12%	37%	17%	35%	48%	8%	13%	35%	27%
Very badly	(1)	44	20	24	2	9	8	8	10	6	10	12	11	8	4	4	3	4	-	3	7	1	11
		4%	4%	5%	3%	8%	4%	4%	6%	2%	3%	4%	7%	6%	2%	2%	2%	4%	-	21%	3%	2%	4%
NET: Badly		305	129	176	35	43	56	61	55	56	89	108	48	44	33	73	27	42	11	4	43	28	92
		31%	26%	35%	39%	36%	33%	32%	32%	21%	26%	33%	32%	33%	14%	40%	19%	38%	48%	30%	16%	37%	31%
Don't know		27	10	16	-	1	2	8	3	14	7	9	-	10	3	2	2	3	-	-	7	2	6
		3%	2%	3%	-	1%	1%	4%	2%	5%	2%	3%	-	7%	1%	1%	1%	3%	-	-	2%	3%	2%
Mean		2.69	2.76	2.63	2.63	2.60	2.68	2.65	2.67	2.82	2.77	2.66	2.63	2.64	2.92	2.61	2.86	2.61	2.59	2.68	2.89	2.62	2.70
Standard deviation		0.64	0.64	0.63	0.62	0.70	0.65	0.62	0.67	0.58	0.61	0.61	0.65	0.71	0.51	0.60	0.56	0.63	0.62	1.05	0.56	0.57	0.62
Standard error		0.02	0.03	0.03	0.09	0.07	0.06	0.05	0.05	0.03	0.03	0.04	0.07	0.05	0.03	0.04	0.05	0.06	0.13	0.03	0.05	0.05	0.04

Cheadle Poll

CATI Fieldwork : 15th - 22nd 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	443	557	50	96	132	184	195	342	438	238	87	190	260	183	125	113	23	10	301	113	258	
Weighted base	1000	490	510	90	120	170	190	170	260	340	330	151	132	238	183	139	111	23	14	271	74	298	
NET: Well	673	353	320	65	84	114	114	107	187	261	205	95	81	209	104	104	71	11	6	219	45	193	
	67%	72%	63%	73%	70%	67%	60%	63%	72%	77%	62%	63%	62%	88%	57%	75%	64%	49%	42%	81%	61%	65%	
Very well	(4)	55	39	16	7	10	5	4	9	20	22	14	8	10	17	6	6	9	2	-	25	2	10
		6%	8%	3%	8%	8%	3%	2%	5%	8%	6%	4%	5%	7%	7%	3%	4%	8%	7%	-	9%	3%	3%
Quite well	(3)	618	314	304	58	75	109	110	98	168	239	191	87	72	192	98	99	62	10	6	194	43	183
		62%	64%	60%	64%	62%	64%	58%	58%	65%	70%	58%	57%	54%	81%	54%	71%	56%	42%	42%	72%	58%	61%
Quite badly	(2)	250	105	145	20	29	47	57	51	46	61	101	44	33	22	72	28	31	11	2	34	28	84
		25%	21%	28%	22%	25%	28%	30%	30%	18%	18%	31%	29%	25%	9%	39%	20%	28%	48%	13%	13%	37%	28%
Very badly	(1)	43	18	25	5	6	7	12	7	6	9	14	9	8	4	5	3	4	-	5	9	2	12
		4%	4%	5%	6%	5%	4%	6%	4%	2%	3%	4%	6%	6%	2%	3%	2%	4%	-	33%	3%	2%	4%
NET: Badly		292	123	169	25	36	54	69	58	52	70	115	53	41	25	77	31	35	11	6	43	29	96
		29%	25%	33%	27%	30%	32%	36%	34%	20%	21%	35%	35%	31%	11%	42%	22%	32%	48%	46%	16%	39%	32%
Don't know		35	15	20	-	-	2	7	5	21	8	11	3	9	3	2	4	5	1	2	9	-	9
		3%	3%	4%	-	-	1%	4%	3%	8%	3%	3%	2%	7%	1%	1%	3%	4%	4%	12%	3%	-	3%
Mean		2.71	2.79	2.64	2.75	2.73	2.67	2.58	2.66	2.84	2.83	2.64	2.63	2.68	2.95	2.58	2.79	2.71	2.57	2.10	2.89	2.61	2.66
Standard deviation		0.64	0.64	0.63	0.69	0.68	0.60	0.65	0.64	0.59	0.57	0.64	0.69	0.71	0.48	0.60	0.54	0.68	0.63	0.96	0.60	0.58	0.61
Standard error		0.02	0.03	0.03	0.10	0.07	0.05	0.05	0.05	0.03	0.03	0.04	0.07	0.05	0.03	0.04	0.05	0.07	0.13	0.32	0.04	0.05	0.04

Cheadle Poll

CATI Fieldwork : 15th - 22nd 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	443	557	50	96	132	184	195	342	438	238	87	190	260	183	125	113	23	10	301	113	258
Weighted base	1000	490	510	90	120	170	190	170	260	340	330	151	132	238	183	139	111	23	14	271	74	298
I am satisfied with the job David Cameron is doing overall as Prime Minister	339	170	169	26	31	56	60	54	110	116	107	53	46	155	19	51	22	1	4	153	12	68
	34%	35%	33%	29%	26%	33%	32%	32%	42%	34%	32%	35%	34%	65%	10%	36%	20%	4%	31%	57%	17%	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	323	149	174	33	37	61	60	57	75	117	102	51	41	81	38	44	63	8	3	97	13	90
	32%	30%	34%	37%	31%	36%	32%	34%	29%	34%	31%	34%	31%	34%	21%	31%	57%	33%	20%	36%	18%	30%
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.	242	120	122	27	37	39	45	45	49	84	85	35	30	1	120	37	15	13	5	10	45	115
	24%	25%	24%	31%	31%	23%	23%	26%	19%	25%	26%	23%	23%	*	65%	27%	13%	54%	33%	4%	61%	38%
Refused	29	17	11	-	4	3	5	6	10	10	12	-	4	-	3	1	4	1	-	2	-	10
	3%	4%	2%	-	4%	2%	3%	4%	4%	3%	4%	-	3%	-	1%	1%	3%	6%	-	1%	-	3%
Don't know	67	33	34	4	10	10	19	8	16	13	24	12	12	1	4	6	7	1	2	8	3	15
	7%	7%	7%	4%	9%	6%	10%	5%	6%	4%	7%	8%	9%	*	2%	4%	7%	4%	16%	3%	4%	5%

Cheadle Poll

CATI Fieldwork : 15th - 22nd 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	443	557	50	96	132	184	195	342	438	238	87	190	260	183	125	113	23	10	301	113	258
Weighted base	1000	490	510	90	120	170	190	170	260	340	330	151	132	238	183	139	111	23	14	271	74	298
The Liberal Democrat	386	201	186	20	39	69	64	78	116	135	122	58	55	81	70	78	35	10	6	104	26	144
	39%	41%	36%	22%	32%	41%	34%	46%	45%	40%	37%	38%	41%	34%	38%	56%	32%	44%	45%	38%	36%	48%
The Conservatives	333	171	162	26	33	57	75	63	78	122	118	40	34	84	65	45	44	7	6	95	19	111
	33%	35%	32%	29%	28%	34%	39%	37%	30%	36%	36%	27%	26%	35%	36%	32%	40%	30%	40%	35%	26%	37%
Labour	121	61	60	9	23	22	15	23	29	30	45	23	21	21	32	20	8	3	2	26	14	33
	12%	12%	12%	11%	20%	13%	8%	13%	11%	9%	14%	15%	16%	9%	17%	14%	7%	13%	12%	10%	19%	11%
The UK Independence Party (UKIP)	61	32	28	13	8	11	9	6	14	24	19	8	5	13	12	5	13	1	2	11	6	11
	6%	7%	6%	14%	7%	6%	5%	3%	6%	7%	6%	5%	4%	5%	7%	4%	12%	5%	12%	4%	7%	4%
None of them	435	213	223	49	61	67	80	68	110	139	145	76	56	112	74	45	47	11	6	125	38	101
	44%	43%	44%	54%	51%	39%	42%	40%	42%	41%	44%	50%	42%	47%	41%	33%	42%	47%	46%	46%	51%	34%
Don't know	14	3	12	3	1	4	4	1	2	7	5	-	2	1	-	3	3	-	-	2	1	3
	1%	1%	2%	3%	1%	2%	2%	1%	1%	2%	2%	-	2%	1%	-	2%	2%	-	-	1%	1%	1%

Cheadle Poll

CATI Fieldwork : 15th - 22nd 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	443	557	50	96	132	184	195	342	438	238	87	190	260	183	125	113	23	10	301	113	258
Weighted base	1000	490	510	90	120	170	190	170	260	340	330	151	132	238	183	139	111	23	14	271	74	298
A Conservative government	347 35%	179 37%	168 33%	30 33%	28 24%	35 20%	69 36%	58 34%	127 49%	125 37%	114 34%	51 34%	45 34%	212 89%	5 3%	14 10%	54 48%	2 10%	1 11%	208 77%	8 11%	42 14%
A Labour government	230 23%	120 24%	110 22%	32 36%	43 36%	49 29%	34 18%	40 23%	31 12%	66 20%	74 22%	49 33%	30 23%	4 2%	131 72%	13 9%	13 12%	10 41%	1 8%	10 4%	51 68%	82 28%
A coalition between Labour and the Liberal Democrats	164 16%	78 16%	86 17%	13 14%	15 13%	39 23%	38 20%	22 13%	37 14%	60 18%	57 17%	24 16%	20 15%	3 1%	45 24%	52 38%	14 12%	5 23%	6 43%	6 2%	9 13%	94 32%
A coalition between the Conservatives and the Liberal Democrats	134 13%	62 13%	72 14%	8 9%	21 18%	27 16%	18 9%	27 16%	33 13%	49 14%	46 14%	16 10%	15 11%	16 7%	1 1%	53 38%	19 17%	3 12%	1 9%	26 10%	2 2%	56 19%
Don't know	126 13%	52 11%	74 15%	8 9%	12 10%	19 11%	31 17%	23 14%	32 12%	40 12%	41 12%	11 7%	22 17%	3 1%	1 1%	8 5%	11 10%	3 13%	4 28%	20 8%	4 6%	25 8%

Cheadle Poll
CATI Fieldwork : 15th - 22nd 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	443 44%	490 49%
Female	557 56%	510 51%

Cheadle Poll
CATI Fieldwork : 15th - 22nd 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	50 5%	90 9%
25-34	96 10%	120 12%
35-44	132 13%	170 17%
45-54	184 18%	190 19%
55-64	195 20%	170 17%
65 or older	342 34%	260 26%
Refused	1 *	1 *

Cheadle Poll
CATI Fieldwork : 15th - 22nd 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	134 13%	107 11%
B	304 30%	232 23%
C1	238 24%	330 33%
C2	87 9%	151 15%
D	60 6%	47 5%
E	130 13%	85 8%
Refused	47 5%	47 5%

Cheadle Poll
CATI Fieldwork : 15th - 22nd 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	301 30%	271 27%
Labour	113 11%	74 7%
Liberal Democrats	258 26%	298 30%
Another party	27 3%	20 2%
Did not vote	213 21%	260 26%
Refused	44 4%	37 4%
Don't know	44 4%	41 4%