

Chippenham Poll

CATI Fieldwork : 14th - 20th 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	480	520	50	74	192	185	175	321	433	211	114	209	299	151	107	143	45	12	307	93	261	
Weighted base	1000	490	510	91	131	191	191	161	232	271	290	203	203	273	135	118	154	52	11	262	53	280	
Certain to vote	(10)	541	259	282	21	44	101	107	102	163	184	155	85	98	193	74	66	93	28	9	201	41	186
		54%	53%	55%	24%	34%	53%	56%	63%	71%	68%	53%	42%	48%	71%	55%	56%	60%	55%	83%	77%	77%	66%
	(9)	61	36	26	3	13	11	10	6	20	19	9	13	20	21	6	9	9	5	-	18	2	21
		6%	7%	5%	3%	10%	6%	5%	3%	9%	7%	3%	6%	10%	8%	4%	8%	6%	9%	-	7%	3%	7%
	(8)	92	43	48	7	13	22	25	14	12	16	40	20	14	15	20	16	18	4	-	18	7	31
		9%	9%	10%	8%	10%	12%	13%	9%	5%	6%	14%	10%	7%	5%	15%	14%	12%	9%	-	7%	14%	11%
	(7)	44	20	25	4	8	7	4	10	12	12	6	15	11	8	6	6	7	4	-	3	-	15
		4%	4%	5%	4%	6%	4%	2%	6%	5%	4%	2%	7%	5%	3%	5%	5%	4%	9%	-	1%	-	6%
	(6)	28	14	15	1	5	9	2	7	4	3	4	10	8	5	5	3	4	1	-	4	1	1
		3%	3%	3%	2%	4%	5%	1%	4%	2%	1%	1%	5%	4%	2%	4%	2%	3%	2%	-	1%	3%	*
	(5)	72	31	41	13	17	16	14	3	8	9	30	15	17	22	15	8	8	3	1	11	1	14
		7%	6%	8%	15%	13%	9%	8%	2%	4%	3%	10%	7%	8%	8%	11%	7%	5%	5%	7%	4%	3%	5%
	(4)	12	8	4	-	2	3	3	3	1	2	4	2	3	1	4	-	4	-	-	-	-	4
		1%	2%	1%	-	2%	1%	1%	2%	*	1%	1%	1%	2%	1%	3%	-	3%	-	-	-	-	1%
	(3)	40	16	23	17	8	3	7	3	2	4	15	8	11	3	5	5	11	5	1	1	1	3
		4%	3%	5%	19%	6%	2%	4%	2%	1%	2%	5%	4%	5%	1%	3%	4%	7%	10%	10%	*	1%	1%
	(2)	16	9	7	7	1	4	3	1	1	4	4	3	5	4	1	5	1	1	-	1	-	1
		2%	2%	1%	8%	1%	2%	1%	*	*	2%	1%	1%	2%	1%	1%	4%	*	1%	-	1%	-	*
Definitely would not vote	(1)	93	55	38	17	21	14	18	14	9	18	24	32	17	-	-	-	-	-	-	5	-	5
		9%	11%	7%	19%	16%	7%	9%	9%	4%	7%	8%	16%	8%	-	-	-	-	-	-	2%	-	2%
Refused		*	-	*	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		7.84	7.72	7.94	5.25	6.72	7.94	7.93	8.29	8.97	8.60	7.79	7.07	7.60	9.02	8.35	8.44	8.52	8.33	8.92	9.26	9.37	8.93
Standard deviation		3.05	3.18	2.93	3.44	3.33	2.86	3.04	2.86	2.16	2.67	3.02	3.36	3.08	1.89	2.22	2.33	2.28	2.43	2.50	1.79	1.40	1.97
Standard error		0.10	0.14	0.13	0.49	0.39	0.21	0.22	0.22	0.12	0.13	0.21	0.31	0.21	0.11	0.18	0.22	0.19	0.36	0.72	0.10	0.15	0.12

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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	480	520	50	74	192	185	175	321	433	211	114	209	299	151	107	143	45	12	307	93	261
Weighted base	1000	490	510	91	131	191	191	161	232	271	290	203	203	273	135	118	154	52	11	262	53	280
Conservative	273 27%	131 27%	142 28%	14 15%	34 26%	46 24%	51 27%	44 27%	85 37%	84 31%	83 29%	48 24%	51 25%	273 100%	-	-	-	-	-	182 70%	3 6%	35 13%
Labour	135 13%	69 14%	66 13%	17 19%	7 6%	38 20%	23 12%	24 15%	25 11%	34 13%	41 14%	24 12%	29 14%	-	135 100%	-	-	-	-	2 1%	31 60%	55 20%
Liberal Democrat	118 12%	51 10%	68 13%	10 11%	18 13%	20 10%	20 11%	25 15%	26 11%	30 11%	34 12%	26 13%	24 12%	-	-	118 100%	-	-	-	2 1%	4 8%	86 31%
The UK Independence Party (UKIP)	154 15%	88 18%	66 13%	13 14%	19 15%	22 12%	29 15%	24 15%	47 20%	31 11%	44 15%	41 20%	38 18%	-	-	-	154 100%	-	-	37 14%	5 10%	38 14%
The Green Party	52 5%	26 5%	25 5%	10 11%	14 11%	9 5%	8 4%	5 3%	5 2%	18 7%	19 6%	6 3%	7 3%	-	-	-	-	52 100%	-	5 2%	2 5%	21 8%
The British National Party (BNP)	1 *	1 *	-	-	-	1 1%	-	-	-	-	-	-	1 1%	-	-	-	-	-	1 12%	-	-	-
Some other party	10 1%	2 *	8 2%	-	2 2%	3 2%	2 1%	2 1%	-	6 2%	1 *	1 1%	1 1%	-	-	-	-	-	10 88%	1 *	1 3%	4 1%
Would not vote	93 9%	55 11%	38 7%	17 19%	21 16%	14 7%	18 9%	14 9%	9 4%	18 7%	24 8%	32 16%	17 8%	-	-	-	-	-	5 2%	-	5 2%	
Refused	49 5%	27 5%	22 4%	2 2%	3 2%	5 3%	12 6%	8 5%	18 8%	16 6%	15 5%	3 1%	12 6%	-	-	-	-	-	4 2%	*	5 1%	5 2%
Don't know	115 12%	40 8%	76 15%	7 8%	13 10%	33 17%	29 15%	14 9%	17 7%	35 13%	29 10%	21 11%	24 12%	-	-	-	-	-	24 9%	5 9%	30 11%	

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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	573	279	294	16	35	100	99	111	211	270	119	58	111	241	109	78	105	30	9	229	69	174
Weighted base	528	263	265	28	57	95	99	98	150	164	153	96	100	207	89	81	107	35	8	189	39	188
Conservative	207	97	110	7	19	33	40	37	72	72	60	33	38	207	-	-	-	-	-	150	3	28
	39%	37%	42%	25%	33%	35%	40%	38%	48%	44%	39%	35%	38%	100%	-	-	-	-	-	79%	7%	15%
Labour	89	46	44	9	5	22	18	16	19	27	27	14	18	-	89	-	-	-	-	2	26	42
	17%	17%	16%	31%	9%	23%	18%	16%	13%	17%	18%	14%	17%	-	100%	-	-	-	-	1%	67%	22%
Liberal Democrat	81	36	46	3	9	13	15	21	20	24	21	16	16	-	-	81	-	-	-	2	3	69
	15%	14%	17%	11%	16%	14%	15%	22%	13%	15%	14%	17%	16%	-	-	100%	-	-	-	1%	8%	37%
The UK Independence Party (UKIP)	107	63	44	3	11	15	23	20	36	23	33	26	24	-	-	-	107	-	-	32	4	30
	20%	24%	17%	9%	19%	16%	23%	20%	24%	14%	21%	27%	24%	-	-	-	100%	-	-	17%	11%	16%
The Green Party	35	18	16	7	11	7	3	3	4	12	11	5	4	-	-	-	-	35	-	3	1	17
	7%	7%	6%	24%	19%	8%	3%	3%	2%	8%	7%	6%	4%	-	-	-	-	100%	-	2%	4%	9%
The British National Party (BNP)	1	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	1%	-	-	-	-	-	-	1%	-	-	-	-	-	14%	-	-	-
Some other party	7	2	5	-	2	2	1	2	-	5	1	1	*	-	-	-	-	-	7	1	1	3
	1%	1%	2%	-	4%	2%	1%	2%	-	3%	1%	1%	*	-	-	-	-	-	86%	*	3%	2%

Chippenham Poll

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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	40%
Labour	17%
Liberal Democrat	16%
UKIP	20%
Green	6%
Other	2%

Chippenham Poll

CATI Fieldwork : 14th - 20th 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	480	520	50	74	192	185	175	321	433	211	114	209	299	151	107	143	45	12	307	93	261
Weighted base	1000	490	510	91	131	191	191	161	232	271	290	203	203	273	135	118	154	52	11	262	53	280
Conservative	274 27%	134 27%	140 27%	19 21%	25 19%	45 23%	53 28%	46 28%	87 37%	82 30%	81 28%	56 28%	49 24%	225 83%	8 6%	7 6%	13 9%	1 2%	1 6%	172 66%	6 11%	35 13%
Labour	123 12%	61 12%	62 12%	13 14%	7 5%	31 16%	22 11%	26 16%	23 10%	27 10%	31 11%	29 14%	30 15%	5 2%	98 73%	8 6%	3 2%	2 3%	3 25%	3 1%	28 53%	47 17%
Liberal Democrat	176 18%	74 15%	102 20%	9 10%	31 24%	36 19%	28 15%	39 24%	33 14%	52 19%	54 19%	25 12%	37 18%	22 8%	20 15%	103 87%	9 6%	9 17%	1 7%	21 8%	6 11%	115 41%
The UK Independence Party (UKIP)	125 12%	76 15%	49 10%	7 8%	17 13%	18 9%	25 13%	18 11%	41 18%	28 10%	33 12%	32 16%	31 15%	3 1%	1 1%	-	116 75%	1 2%	-	31 12%	5 10%	32 12%
The Green Party	50 5%	21 4%	29 6%	13 14%	11 8%	9 5%	4 4%	2 2%	6 2%	18 7%	19 7%	4 2%	7 3%	4 1%	3 3%	-	-	38 73%	1 12%	5 2%	2 3%	16 6%
The British National Party (BNP)	4 *	1 *	3 1%	- -	3 2%	1 1%	- -	- -	- -	- -	- -	3 2%	1 1%	3 1%	-	-	-	-	1 12%	-	-	3 1%
Some other party	5 1%	1 *	5 1%	- -	1 1%	1 1%	1 1%	1 1%	1 *	4 1%	-	-	2 1%	1 *	-	-	-	-	4 39%	1 *	-	1 *
Would not vote	93 9%	55 11%	38 7%	17 19%	21 16%	14 7%	18 9%	14 9%	9 4%	18 7%	24 8%	32 16%	17 8%	-	-	-	-	-	-	5 2%	-	5 2%
Refused	36 4%	19 4%	17 3%	2 2%	3 2%	6 3%	9 5%	4 2%	11 5%	11 4%	11 4%	2 1%	9 5%	-	-	-	-	-	-	3 1%	-	2 1%
Don't know	115 12%	49 10%	66 13%	11 13%	13 10%	30 16%	28 14%	10 6%	21 9%	31 11%	37 13%	21 10%	20 10%	9 3%	4 3%	1 1%	13 8%	1 3%	-	21 8%	6 12%	22 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	582	278	304	15	35	102	101	115	214	277	120	59	111	233	103	78	100	28	9	231	67	182
Weighted base	536	261	274	25	57	97	102	102	152	168	154	97	102	200	86	81	101	34	8	191	38	195
Conservative	204	94	110	8	16	33	40	36	72	66	62	38	35	175	6	3	9	*	1	140	4	28
	38%	36%	40%	31%	28%	34%	39%	36%	47%	39%	40%	39%	34%	87%	7%	3%	9%	*	7%	73%	12%	15%
Labour	77	39	38	4	4	16	17	18	18	22	21	16	16	3	61	6	1	2	2	2	23	36
	14%	15%	14%	17%	8%	16%	16%	17%	12%	13%	13%	16%	16%	2%	71%	7%	1%	5%	30%	1%	61%	18%
Liberal Democrat	128	57	71	5	18	27	22	30	26	42	35	19	25	17	15	73	8	8	1	18	5	92
	24%	22%	26%	21%	31%	28%	22%	29%	17%	25%	23%	20%	25%	8%	17%	90%	8%	22%	8%	9%	12%	47%
The UK Independence Party (UKIP)	88	56	32	*	9	13	19	16	32	22	26	20	20	3	1	-	82	*	-	27	5	27
	16%	22%	12%	1%	15%	13%	19%	15%	21%	13%	17%	21%	20%	1%	1%	-	82%	*	-	14%	12%	14%
The Green Party	33	13	20	7	9	7	4	2	4	14	11	4	4	2	3	-	-	24	1	5	1	13
	6%	5%	7%	30%	15%	7%	4%	2%	3%	8%	7%	4%	4%	1%	4%	-	-	73%	14%	2%	3%	6%
The British National Party (BNP)	2	1	*	-	*	1	-	-	-	-	-	*	1	*	-	-	-	-	1	-	-	*
	*	*	*	-	1%	1%	-	-	-	-	-	*	1%	*	-	-	-	-	14%	-	-	*
Some other party	3	1	2	-	1	1	*	1	1	2	-	-	1	1	-	-	-	-	2	1	-	*
	1%	*	1%	-	2%	1%	*	1%	*	1%	-	-	1%	*	-	-	-	-	27%	*	-	*

Chippenham Poll

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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	39%
Labour	14%
Liberal Democrat	24%
UKIP	16%
Green	6%
Other	1%

Chippenham Poll

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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	480	520	50	74	192	185	175	321	433	211	114	209	299	151	107	143	45	12	307	93	261
Weighted base	1000	490	510	91	131	191	191	161	232	271	290	203	203	273	135	118	154	52	11	262	53	280
I would not vote UKIP	603	284	319	54	72	121	126	88	142	182	174	107	121	202	113	94	-	45	8	158	41	196
	60%	58%	63%	59%	55%	63%	66%	54%	61%	67%	60%	53%	59%	74%	83%	80%	-	88%	71%	60%	77%	70%
I would not vote Labour	558	268	289	39	61	92	104	101	158	151	156	118	118	223	-	62	125	28	4	221	8	141
	56%	55%	57%	43%	47%	48%	54%	63%	68%	56%	54%	58%	58%	82%	-	52%	81%	53%	40%	85%	14%	50%
I would not vote Liberal Democrat	526	279	247	50	54	101	95	88	136	136	160	115	102	181	83	-	118	29	7	184	37	98
	53%	57%	48%	55%	41%	53%	50%	55%	59%	50%	55%	56%	50%	66%	62%	-	76%	57%	63%	70%	70%	35%
I would not vote Conservative	425	219	206	46	54	90	77	73	84	108	108	94	100	-	106	73	90	40	7	19	42	169
	42%	45%	40%	50%	41%	47%	40%	45%	36%	40%	37%	46%	49%	-	79%	62%	58%	78%	67%	7%	80%	60%
None of these - I would potentially vote for all of them	63	33	30	7	14	12	18	3	8	16	22	11	10	10	5	4	7	-	1	8	1	7
	6%	7%	6%	8%	11%	6%	9%	2%	4%	6%	8%	6%	5%	4%	4%	4%	5%	-	10%	3%	3%	2%
Don't know	25	5	20	-	7	4	4	5	4	5	6	7	6	1	-	-	1	-	-	1	-	2
	2%	1%	4%	-	6%	2%	2%	3%	2%	2%	2%	4%	3%	*	-	-	*	-	-	*	-	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	480	520	50	74	192	185	175	321	433	211	114	209	299	151	107	143	45	12	307	93	261	
Weighted base	1000	490	510	91	131	191	191	161	232	271	290	203	203	273	135	118	154	52	11	262	53	280	
NET: Well	680	343	338	51	85	138	116	111	179	209	179	150	122	233	82	87	101	24	7	228	27	191	
	68%	70%	66%	57%	65%	72%	61%	69%	77%	77%	62%	74%	60%	85%	61%	74%	65%	46%	62%	87%	50%	68%	
Very well	(4)	47	35	12	6	8	5	6	8	15	19	12	9	4	28	6	2	6	-	-	20	3	9
		5%	7%	2%	7%	6%	2%	3%	5%	6%	7%	4%	4%	2%	10%	5%	1%	4%	-	-	8%	6%	3%
Quite well	(3)	634	308	326	45	78	134	110	103	164	191	167	142	118	206	76	85	95	24	7	208	23	182
		63%	63%	64%	50%	59%	70%	58%	64%	71%	70%	58%	70%	58%	75%	56%	72%	62%	46%	62%	80%	44%	65%
Quite badly	(2)	237	110	128	33	34	39	56	38	34	50	83	36	58	35	43	30	40	19	3	24	22	81
		24%	22%	25%	36%	26%	21%	29%	24%	15%	18%	29%	18%	28%	13%	32%	26%	26%	37%	32%	9%	41%	29%
Very badly	(1)	55	26	29	7	7	9	11	9	12	7	19	11	17	3	9	-	9	9	-	5	4	5
		6%	5%	6%	7%	6%	5%	6%	6%	5%	3%	7%	5%	8%	1%	7%	-	6%	17%	-	2%	8%	2%
NET: Badly		292	135	157	39	41	48	67	48	46	57	102	47	75	38	52	30	49	28	3	28	26	86
		29%	28%	31%	43%	31%	25%	35%	30%	20%	21%	35%	23%	37%	14%	38%	26%	32%	54%	32%	11%	49%	31%
Don't know		27	12	15	-	5	5	8	2	7	5	9	6	7	2	1	1	5	-	1	5	*	3
		3%	2%	3%	-	4%	3%	4%	1%	3%	2%	3%	3%	3%	1%	1%	1%	3%	-	6%	2%	1%	1%
Mean		2.69	2.74	2.65	2.56	2.68	2.72	2.60	2.69	2.81	2.83	2.61	2.75	2.55	2.95	2.60	2.76	2.65	2.29	2.66	2.95	2.49	2.70
Standard deviation		0.65	0.67	0.63	0.73	0.68	0.59	0.65	0.66	0.62	0.58	0.68	0.62	0.68	0.53	0.69	0.46	0.65	0.75	0.50	0.49	0.74	0.55
Standard error		0.02	0.03	0.03	0.10	0.08	0.04	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.06	0.05	0.06	0.11	0.15	0.03	0.08	0.03

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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	480	520	50	74	192	185	175	321	433	211	114	209	299	151	107	143	45	12	307	93	261	
Weighted base	1000	490	510	91	131	191	191	161	232	271	290	203	203	273	135	118	154	52	11	262	53	280	
NET: Well	700	356	344	62	103	134	117	106	176	215	191	151	119	239	82	89	98	30	5	224	30	182	
		70%	67%	68%	79%	70%	61%	66%	76%	80%	66%	74%	59%	88%	61%	75%	63%	59%	47%	86%	58%	65%	
Very well	(4)	73	53	20	10	11	9	11	12	19	23	15	21	10	34	7	6	15	3	1	29	5	14
		7%	11%	4%	11%	9%	5%	6%	7%	8%	9%	5%	10%	5%	13%	5%	5%	10%	7%	12%	11%	9%	5%
Quite well	(3)	627	303	324	52	92	125	106	94	156	192	176	130	109	205	75	84	83	27	4	195	25	168
		63%	62%	63%	58%	70%	65%	55%	58%	68%	71%	61%	64%	54%	75%	56%	71%	54%	52%	34%	75%	48%	60%
Quite badly	(2)	228	98	130	27	23	45	57	41	35	45	90	39	47	27	40	28	41	14	4	29	15	85
		23%	20%	26%	30%	17%	23%	30%	25%	15%	17%	31%	19%	23%	10%	30%	23%	26%	27%	37%	11%	28%	31%
Very badly	(1)	51	24	27	2	3	11	14	10	11	8	8	10	24	2	12	1	13	7	1	4	7	10
		5%	5%	5%	2%	2%	6%	7%	6%	5%	3%	3%	5%	12%	1%	9%	1%	8%	14%	10%	2%	14%	3%
NET: Badly		279	123	157	29	26	56	71	51	46	53	98	49	71	29	52	28	54	21	5	33	22	95
		28%	25%	31%	32%	19%	29%	37%	32%	20%	20%	34%	24%	35%	11%	39%	24%	35%	41%	47%	13%	42%	34%
Don't know		21	11	9	-	2	1	4	4	10	3	1	3	13	4	1	1	3	-	1	4	*	2
		2%	2%	2%	-	1%	*	2%	3%	4%	1%	*	2%	7%	2%	1%	1%	2%	-	6%	2%	1%	1%
Mean		2.74	2.80	2.67	2.77	2.87	2.69	2.61	2.69	2.83	2.86	2.68	2.81	2.56	3.01	2.58	2.80	2.66	2.52	2.52	2.97	2.54	2.67
Standard deviation		0.67	0.69	0.64	0.66	0.58	0.66	0.71	0.71	0.65	0.60	0.62	0.69	0.78	0.51	0.73	0.52	0.77	0.82	0.90	0.54	0.85	0.63
Standard error		0.02	0.03	0.03	0.09	0.07	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.06	0.03	0.06	0.05	0.07	0.12	0.27	0.03	0.09	0.04

Chippenham Poll

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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	480	520	50	74	192	185	175	321	433	211	114	209	299	151	107	143	45	12	307	93	261
Weighted base	1000	490	510	91	131	191	191	161	232	271	290	203	203	273	135	118	154	52	11	262	53	280
I am satisfied with the job David Cameron is doing overall as Prime Minister	362 36%	177 36%	185 36%	30 33%	60 46%	57 30%	68 36%	59 37%	89 38%	99 37%	98 34%	94 46%	66 32%	170 62%	24 18%	36 31%	41 26%	7 14%	1 10%	158 60%	10 19%	67 24%
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	320 32%	144 29%	176 35%	18 20%	33 25%	87 45%	63 33%	46 29%	74 32%	94 35%	99 34%	57 28%	62 30%	97 36%	15 11%	40 34%	73 48%	12 24%	3 30%	92 35%	8 16%	93 33%
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.	232 23%	124 25%	109 21%	39 43%	29 22%	36 19%	39 20%	41 25%	47 20%	58 21%	66 23%	37 18%	58 28%	6 2%	94 70%	36 30%	30 19%	24 46%	5 45%	8 3%	33 62%	97 35%
Refused	24 2%	10 2%	13 3%	- -	2 1%	5 3%	3 2%	5 3%	8 4%	5 2%	5 2%	5 2%	7 4%	- -	- -	1 1%	3 2%	1 3%	- -	1 *	- -	5 2%
Don't know	62 6%	36 7%	26 5%	4 5%	7 6%	6 3%	18 10%	10 6%	15 6%	15 5%	23 8%	10 5%	10 5%	1 *	2 2%	5 4%	7 5%	7 13%	2 15%	3 1%	2 4%	18 6%

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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	480	520	50	74	192	185	175	321	433	211	114	209	299	151	107	143	45	12	307	93	261
Weighted base	1000	490	510	91	131	191	191	161	232	271	290	203	203	273	135	118	154	52	11	262	53	280
The Conservatives	396 40%	187 38%	209 41%	12 13%	58 44%	85 45%	88 46%	64 40%	86 37%	129 48%	115 40%	80 40%	57 28%	134 49%	51 38%	38 32%	55 35%	23 44%	5 50%	127 48%	20 37%	126 45%
The Liberal Democrat	236 24%	113 23%	123 24%	15 16%	27 20%	52 27%	41 21%	45 28%	55 24%	69 25%	70 24%	39 19%	47 23%	62 23%	34 25%	42 35%	32 21%	18 35%	- -	61 23%	9 18%	88 32%
The UK Independence Party (UKIP)	73 7%	33 7%	40 8%	8 9%	14 11%	19 10%	11 6%	6 4%	14 6%	27 10%	16 6%	22 11%	7 3%	18 7%	14 10%	6 5%	19 12%	5 10%	3 24%	16 6%	3 6%	21 7%
Labour	61 6%	27 6%	33 7%	6 7%	12 9%	12 6%	11 6%	9 6%	10 5%	14 5%	26 9%	12 6%	8 4%	8 3%	16 12%	6 5%	11 7%	3 6%	1 6%	5 2%	6 11%	16 6%
None of them	473 47%	235 48%	238 47%	65 71%	67 51%	85 44%	79 41%	68 42%	109 47%	108 40%	131 45%	102 50%	116 57%	110 40%	58 43%	53 45%	80 52%	23 45%	5 50%	108 41%	27 52%	107 38%
Don't know	8 1%	3 1%	5 1%	- -	2 1%	1 1%	4 2%	- -	1 1%	1 *	2 1%	2 1%	4 2%	2 1%	1 1%	- -	- -	- -	- -	1 *	* 1%	1 *

Chippenham Poll

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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	480	520	50	74	192	185	175	321	433	211	114	209	299	151	107	143	45	12	307	93	261
Weighted base	1000	490	510	91	131	191	191	161	232	271	290	203	203	273	135	118	154	52	11	262	53	280
A Conservative government	355 36%	183 37%	172 34%	19 21%	32 24%	63 33%	76 40%	56 34%	108 47%	99 37%	106 36%	68 34%	73 36%	230 84%	7 5%	7 6%	66 43%	2 4%	2 17%	212 81%	4 8%	46 16%
A Labour government	221 22%	110 22%	111 22%	37 41%	28 21%	39 20%	46 24%	33 20%	37 16%	51 19%	67 23%	53 26%	44 22%	2 1%	101 75%	15 13%	34 22%	19 36%	4 36%	5 2%	36 68%	76 27%
A coalition between the Conservatives and the Liberal Democrats	159 16%	65 13%	94 18%	15 17%	26 20%	29 15%	30 16%	26 16%	32 14%	49 18%	43 15%	38 19%	27 13%	37 14%	5 4%	42 36%	31 20%	5 10%	1 7%	31 12%	* 1%	59 21%
A coalition between Labour and the Liberal Democrats	137 14%	72 15%	65 13%	11 12%	24 18%	29 15%	17 9%	32 20%	23 10%	38 14%	37 13%	19 9%	35 17%	3 1%	20 15%	52 44%	6 4%	18 34%	3 29%	4 2%	10 19%	77 28%
Don't know	128 13%	60 12%	67 13%	8 9%	22 17%	30 16%	22 11%	14 9%	31 13%	34 13%	37 13%	25 12%	24 12%	2 1%	1 1%	2 2%	17 11%	8 16%	1 11%	10 4%	3 5%	22 8%

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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	480 48%	490 49%
Female	520 52%	510 51%

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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	50 5%	91 9%
25-34	74 7%	131 13%
35-44	192 19%	191 19%
45-54	185 19%	191 19%
55-64	175 18%	161 16%
65 or older	321 32%	232 23%
Refused	3 *	3 *

Chippenham Poll
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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	144 14%	88 9%
B	289 29%	183 18%
C1	211 21%	290 29%
C2	114 11%	203 20%
D	81 8%	90 9%
E	128 13%	113 11%
Refused	33 3%	33 3%

Chippenham Poll

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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	307 31%	262 26%
Labour	93 9%	53 5%
Liberal Democrats	261 26%	280 28%
Another party	36 4%	39 4%
Did not vote	224 22%	296 30%
Refused	49 5%	44 4%
Don't know	30 3%	28 3%