

Mid Dorset & North Poole Poll

CATI Fieldwork : 31st July - 9th 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	437	563	50	69	135	196	200	350	403	205	136	211	301	98	121	160	32	10	302	71	256	
Weighted base	1000	480	520	90	110	160	190	180	270	248	306	229	172	277	92	123	171	36	11	276	43	271	
Certain to vote	(10)	512	264	248	24	25	65	96	120	182	146	159	97	86	193	42	70	91	17	4	210	26	174
		51%	55%	48%	26%	23%	41%	51%	67%	67%	59%	52%	43%	50%	70%	46%	57%	53%	47%	42%	76%	61%	64%
	(9)	54	26	28	7	7	7	7	11	15	15	14	11	6	12	7	6	15	1	2	13	2	14
		5%	5%	5%	7%	7%	4%	4%	6%	6%	6%	5%	5%	4%	4%	8%	5%	9%	3%	14%	5%	5%	5%
	(8)	97	35	63	12	9	12	24	15	25	24	37	23	10	27	13	18	21	5	-	18	4	33
		10%	7%	12%	14%	9%	7%	13%	8%	9%	10%	12%	10%	6%	10%	14%	14%	12%	15%	-	7%	10%	12%
	(7)	53	29	24	15	5	12	5	7	8	13	11	19	7	14	6	8	11	5	-	9	1	16
		5%	6%	5%	17%	5%	8%	2%	4%	3%	5%	4%	8%	4%	5%	7%	7%	6%	14%	-	3%	3%	6%
	(6)	32	16	16	3	8	5	5	7	5	9	6	6	9	5	8	5	2	1	-	5	1	9
		3%	3%	3%	3%	8%	3%	3%	4%	2%	4%	2%	3%	5%	2%	9%	4%	1%	2%	-	2%	3%	3%
	(5)	81	31	49	11	11	11	25	5	17	14	19	24	19	18	4	9	26	3	2	12	1	14
		8%	7%	10%	12%	10%	7%	13%	3%	6%	6%	6%	11%	11%	6%	4%	7%	15%	7%	18%	4%	3%	5%
	(4)	26	12	13	5	3	9	3	3	3	2	13	5	4	3	3	4	1	3	2	-	2	3
		3%	3%	3%	6%	3%	6%	1%	1%	1%	1%	4%	2%	3%	1%	4%	3%	1%	8%	21%	-	5%	1%
	(3)	25	9	15	5	4	7	5	2	2	6	6	9	4	2	5	1	3	2	1	4	2	4
		2%	2%	3%	6%	3%	4%	3%	1%	1%	2%	2%	4%	2%	1%	6%	1%	1%	5%	5%	2%	4%	1%
	(2)	17	6	11	1	7	2	4	*	2	5	9	3	1	3	3	3	2	-	-	-	1	3
		2%	1%	2%	2%	6%	2%	2%	*	1%	2%	3%	1%	*	1%	3%	3%	1%	-	-	-	3%	1%
Definitely would not vote	(1)	100	51	48	7	29	28	17	10	9	13	30	31	23	-	-	-	-	-	2	1	1	
		10%	11%	9%	8%	27%	17%	9%	6%	3%	5%	10%	14%	13%	-	-	-	-	-	1%	1%	*	
Refused		2	-	2	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	-	
		*	-	*	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	1%	-	-	
Don't know		1	-	1	-	-	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	1	
		*	-	*	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	*	
Mean		7.69	7.81	7.58	6.87	5.50	6.76	7.65	8.67	8.78	8.30	7.69	7.15	7.37	9.02	7.99	8.52	8.43	8.06	7.34	9.24	8.39	8.85
Standard deviation		3.08	3.10	3.06	2.82	3.56	3.49	3.04	2.47	2.28	2.66	3.14	3.25	3.29	1.80	2.44	2.14	2.10	2.30	2.91	1.70	2.57	1.91
Standard error		0.10	0.15	0.13	0.40	0.43	0.30	0.22	0.17	0.12	0.13	0.22	0.28	0.23	0.10	0.25	0.19	0.17	0.41	0.92	0.10	0.31	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	437	563	50	69	135	196	200	350	403	205	136	211	301	98	121	160	32	10	302	71	256
Weighted base	1000	480	520	90	110	160	190	180	270	248	306	229	172	277	92	123	171	36	11	276	43	271
Conservative	277	121	156	20	17	48	43	54	95	87	82	56	43	277	-	-	-	-	-	180	3	31
	28%	25%	30%	23%	16%	30%	22%	30%	35%	35%	27%	24%	25%	100%	-	-	-	-	-	65%	6%	11%
Labour	92	48	44	17	9	18	13	16	19	24	20	20	21	-	92	-	-	-	-	3	21	38
	9%	10%	8%	19%	8%	11%	7%	9%	7%	10%	7%	9%	12%	-	100%	-	-	-	-	1%	49%	14%
Liberal Democrat	123	59	65	4	16	17	26	17	43	37	37	25	21	-	-	123	-	-	-	6	3	83
	12%	12%	12%	5%	15%	10%	14%	9%	16%	15%	12%	11%	12%	-	-	100%	-	-	-	2%	7%	31%
The UK Independence Party (UKIP)	171	89	82	24	11	20	41	35	40	28	65	51	21	-	-	-	171	-	-	43	10	45
	17%	19%	16%	27%	10%	12%	22%	19%	15%	11%	21%	22%	12%	-	-	-	100%	-	-	16%	24%	16%
The Green Party	36	26	10	9	5	7	7	5	2	11	13	6	5	-	-	-	-	36	-	3	2	20
	4%	5%	2%	10%	5%	4%	4%	3%	1%	4%	4%	3%	3%	-	-	-	100%	-	-	1%	4%	7%
The British National Party (BNP)	1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	5%	-	-	-
Some other party	10	8	2	1	1	4	1	3	1	4	3	3	-	-	-	-	-	-	10	-	-	3
	1%	2%	*	1%	1%	2%	*	2%	*	1%	1%	1%	-	-	-	-	-	-	95%	-	-	1%
Would not vote	100	51	48	7	29	28	17	10	9	13	30	31	23	-	-	-	-	-	-	2	1	1
	10%	11%	9%	8%	27%	17%	9%	6%	3%	5%	10%	14%	13%	-	-	-	-	-	-	1%	1%	*
Refused	61	25	36	-	1	5	9	12	33	11	19	8	13	-	-	-	-	-	-	11	2	9
	6%	5%	7%	-	1%	3%	5%	7%	12%	4%	6%	3%	8%	-	-	-	-	-	-	4%	5%	3%
Don't know	129	53	76	8	20	14	33	28	27	33	35	29	24	-	-	-	-	-	-	29	1	42
	13%	11%	15%	9%	18%	9%	17%	15%	10%	13%	11%	13%	14%	-	-	-	-	-	-	11%	3%	15%

Mid Dorset & North Poole Poll

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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	521	242	279	22	22	66	95	117	199	234	108	69	95	232	64	86	113	21	6	214	45	156
Weighted base	495	254	241	40	32	72	90	106	155	140	156	109	73	210	57	85	115	22	6	193	27	166
Conservative	210	91	119	13	11	36	28	45	77	68	66	42	29	210	-	-	-	-	-	151	2	26
	42%	36%	49%	33%	35%	50%	31%	42%	50%	48%	42%	39%	40%	100%	-	-	-	-	-	78%	8%	16%
Labour	57	32	25	8	3	11	10	12	13	15	13	13	12	-	57	-	-	-	-	2	14	28
	12%	12%	11%	20%	10%	16%	11%	11%	8%	11%	8%	12%	16%	-	100%	-	-	-	-	1%	52%	17%
Liberal Democrat	85	46	39	3	9	8	18	13	35	27	23	17	15	-	-	85	-	-	4	2	64	
	17%	18%	16%	7%	28%	11%	20%	12%	22%	19%	15%	16%	20%	-	-	100%	-	-	2%	9%	39%	
The UK Independence Party (UKIP)	115	66	49	12	6	11	29	30	28	20	43	32	16	-	-	-	115	-	-	34	8	31
	23%	26%	20%	30%	18%	15%	32%	28%	18%	14%	28%	29%	21%	-	-	-	100%	-	-	17%	29%	19%
The Green Party	22	15	8	4	3	5	5	4	2	8	8	4	2	-	-	-	-	22	-	2	1	14
	5%	6%	3%	10%	9%	7%	5%	4%	1%	6%	5%	4%	3%	-	-	-	-	100%	-	1%	2%	8%
The British National Party (BNP)	*	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*	-	-	-
	*	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*	-	-	-
Some other party	6	4	1	*	*	1	1	3	1	2	3	1	-	-	-	-	-	-	6	-	-	3
	1%	2%	1%	*	*	2%	1%	3%	*	1%	2%	1%	-	-	-	-	-	-	100%	-	-	2%

Mid Dorset & North Poole 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	43%
Labour	11%
Liberal Democrat	19%
UKIP	22%
Green	4%
Other	1%

Mid Dorset & North Poole Poll

CATI Fieldwork : 31st July - 9th 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	437	563	50	69	135	196	200	350	403	205	136	211	301	98	121	160	32	10	302	71	256
Weighted base	1000	480	520	90	110	160	190	180	270	248	306	229	172	277	92	123	171	36	11	276	43	271
Conservative	250 25%	115 24%	136 26%	16 18%	12 11%	44 27%	41 21%	48 27%	89 33%	82 33%	71 23%	49 22%	41 24%	221 80%	2 2%	4 4%	6 4%	- -	- -	175 63%	3 6%	26 9%
Labour	69 7%	34 7%	35 7%	14 15%	13 12%	9 6%	13 7%	9 5%	11 4%	16 6%	19 6%	11 5%	16 9%	3 1%	58 64%	- -	2 1%	2 4%	- -	1 *	17 40%	29 11%
Liberal Democrat	235 24%	108 22%	128 25%	20 22%	17 15%	35 22%	50 26%	40 22%	74 27%	71 28%	69 23%	49 21%	41 24%	42 15%	27 29%	109 88%	17 10%	10 28%	1 7%	27 10%	9 22%	131 48%
The UK Independence Party (UKIP)	152 15%	80 17%	72 14%	22 24%	9 8%	17 11%	35 18%	37 21%	33 12%	27 11%	53 17%	43 19%	21 12%	6 2%	1 1%	- -	136 79%	2 7%	3 29%	41 15%	9 21%	31 11%
The Green Party	24 2%	19 4%	4 1%	3 4%	5 5%	4 2%	4 2%	6 3%	1 *	9 4%	8 3%	5 2%	2 1%	1 *	2 2%	* *	- -	20 54%	- -	1 *	* 1%	17 6%
The British National Party (BNP)	1 *	1 *	- -	- -	- -	- -	- -	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 5%	- -	- -	- -
Some other party	11 1%	10 2%	1 *	1 1%	4 4%	2 1%	2 1%	2 1%	- -	2 1%	4 1%	5 2%	- -	- -	- -	- -	- -	2 5%	6 59%	- -	- -	7 2%
Would not vote	100 10%	51 11%	48 9%	7 8%	29 27%	28 17%	17 9%	10 6%	9 3%	13 5%	30 10%	31 14%	23 13%	- -	- -	- -	- -	- -	- -	2 1%	1 1%	1 *
Refused	36 4%	15 3%	20 4%	- -	- -	5 3%	6 3%	6 4%	18 7%	6 3%	14 5%	2 1%	7 4%	- -	- -	- -	- -	- -	- -	6 2%	2 4%	2 1%
Don't know	122 12%	48 10%	75 14%	8 9%	20 19%	17 11%	23 12%	20 11%	34 13%	21 8%	37 12%	33 15%	21 12%	4 2%	2 2%	9 8%	10 6%	1 2%	- -	24 9%	2 5%	28 10%

Mid Dorset & North Poole Poll

CATI Fieldwork : 31st July - 9th 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

	Gender		Age						SEG				Voting Intention						2010 Vote			
	Total	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	554	253	301	22	24	65	103	130	210	253	108	70	105	228	63	84	108	20	6	223	46	174
Weighted base	518	262	256	40	33	71	96	116	162	152	156	110	81	207	57	81	111	22	6	198	27	180
Conservative	192	90	102	11	10	32	24	41	73	64	54	39	30	173	2	3	5	-	-	143	2	22
	37%	34%	40%	28%	32%	45%	25%	36%	45%	42%	34%	36%	36%	84%	3%	4%	4%	-	-	72%	9%	12%
Labour	42	21	21	8	5	6	10	6	8	9	11	9	8	2	37	-	1	*	-	1	10	20
	8%	8%	8%	19%	15%	8%	10%	5%	5%	6%	7%	8%	10%	1%	64%	-	1%	*	-	*	38%	11%
Liberal Democrat	163	78	85	10	10	22	35	31	56	53	49	31	26	27	17	78	13	7	1	22	7	101
	31%	30%	33%	24%	31%	30%	36%	26%	34%	35%	31%	28%	32%	13%	29%	96%	12%	30%	12%	11%	27%	56%
The UK Independence Party (UKIP)	102	59	43	10	4	10	23	31	25	19	35	28	16	5	*	-	91	1	3	31	7	22
	20%	22%	17%	25%	13%	13%	24%	27%	15%	12%	22%	25%	20%	2%	1%	-	82%	4%	47%	16%	25%	12%
The Green Party	16	12	4	1	3	3	3	5	1	6	6	3	1	1	2	*	-	13	-	1	*	12
	3%	4%	2%	4%	8%	4%	3%	4%	1%	4%	4%	3%	1%	*	3%	1%	-	60%	-	*	1%	7%
The British National Party (BNP)	*	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*	-	-	-
	*	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	*	-	-	-
Some other party	4	3	1	*	*	*	1	2	-	1	3	1	-	-	-	-	-	1	2	-	-	3
	1%	1%	*	*	1%	*	1%	2%	-	*	2%	*	-	-	-	-	-	5%	41%	-	-	2%

Mid Dorset & North Poole Poll
CATI Fieldwork : 31st July - 9th 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	38%
Labour	8%
Liberal Democrat	32%
UKIP	19%
Green	3%
Other	1%

Mid Dorset & North Poole Poll

CATI Fieldwork : 31st July - 9th 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	437	563	50	69	135	196	200	350	403	205	136	211	301	98	121	160	32	10	302	71	256
Weighted base	1000	480	520	90	110	160	190	180	270	248	306	229	172	277	92	123	171	36	11	276	43	271
I would not vote Labour	580	276	304	40	40	88	112	124	176	149	182	137	91	227	-	60	134	12	5	243	6	127
	58%	58%	58%	45%	36%	55%	59%	69%	65%	60%	60%	60%	53%	82%	-	48%	78%	34%	49%	88%	15%	47%
I would not vote UKIP	549	266	283	45	63	99	95	97	150	171	156	115	86	199	70	95	-	30	5	151	23	176
	55%	55%	54%	50%	57%	62%	50%	54%	56%	69%	51%	50%	50%	72%	76%	77%	-	83%	46%	55%	53%	65%
I would not vote Liberal Democrat	480	252	227	45	47	79	83	92	133	115	138	123	84	171	42	-	128	15	9	189	24	78
	48%	53%	44%	50%	43%	49%	44%	51%	49%	46%	45%	54%	49%	62%	46%	-	75%	43%	84%	69%	56%	29%
I would not vote Conservative	385	202	183	42	50	64	82	65	83	85	119	104	65	-	65	64	117	24	6	23	31	153
	39%	42%	35%	47%	46%	40%	43%	36%	31%	34%	39%	45%	38%	-	71%	52%	68%	66%	61%	8%	73%	56%
None of these - I would potentially vote for all of them	99	42	57	11	20	17	21	9	22	15	35	23	21	12	8	14	7	2	1	11	2	15
	10%	9%	11%	12%	18%	11%	11%	5%	8%	6%	11%	10%	12%	4%	8%	11%	4%	4%	9%	4%	4%	6%
Don't know	16	7	9	4	1	4	2	1	3	2	6	2	5	1	-	-	-	-	-	-	-	-
	2%	1%	2%	5%	1%	3%	1%	1%	1%	1%	2%	1%	3%	*	-	-	-	-	-	-	-	-

Mid Dorset & North Poole Poll

CATI Fieldwork : 31st July - 9th 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	437	563	50	69	135	196	200	350	403	205	136	211	301	98	121	160	32	10	302	71	256	
Weighted base	1000	480	520	90	110	160	190	180	270	248	306	229	172	277	92	123	171	36	11	276	43	271	
NET: Well	679	350	329	52	71	97	124	128	207	184	210	149	109	244	54	91	95	17	9	222	25	181	
	68%	73%	63%	58%	64%	61%	65%	71%	77%	74%	69%	65%	64%	88%	58%	74%	55%	47%	83%	81%	58%	67%	
Very well	(4)	44	27	17	4	6	9	2	7	16	10	7	9	17	5	2	6	1	1	17	2	6	
		4%	6%	3%	5%	5%	5%	1%	4%	6%	7%	3%	3%	5%	6%	5%	2%	3%	3%	9%	6%	4%	2%
Quite well	(3)	635	323	313	48	65	88	122	121	191	168	201	142	100	227	49	89	89	16	8	205	23	175
		64%	67%	60%	53%	59%	55%	64%	67%	71%	68%	66%	62%	58%	82%	53%	72%	52%	45%	74%	74%	54%	64%
Quite badly	(2)	226	88	138	31	27	49	45	36	38	51	71	57	38	20	28	18	59	16	2	40	9	61
		23%	18%	27%	34%	25%	31%	24%	20%	14%	21%	23%	25%	22%	7%	31%	15%	34%	44%	17%	15%	20%	23%
Very badly	(1)	56	30	26	3	10	14	9	7	7	17	18	12	5	3	7	14	3	-	6	7	19	
		6%	6%	5%	4%	9%	9%	6%	5%	3%	3%	5%	8%	7%	2%	3%	6%	8%	7%	-	2%	16%	7%
NET: Badly		282	118	164	34	38	63	57	45	45	58	87	75	50	25	31	25	73	19	2	47	16	80
		28%	25%	32%	38%	34%	39%	30%	25%	17%	23%	29%	33%	29%	9%	34%	20%	43%	51%	17%	17%	36%	30%
Don't know		39	12	27	4	1	-	9	7	18	6	8	6	12	7	7	7	4	*	-	7	2	10
		4%	3%	5%	4%	1%	-	5%	4%	7%	2%	3%	3%	7%	3%	8%	6%	2%	1%	-	2%	6%	4%
Mean		2.69	2.74	2.65	2.62	2.61	2.57	2.63	2.73	2.85	2.80	2.68	2.62	2.66	2.95	2.66	2.75	2.51	2.44	2.92	2.87	2.49	2.64
Standard deviation		0.65	0.66	0.63	0.65	0.74	0.73	0.62	0.62	0.56	0.60	0.63	0.68	0.70	0.46	0.65	0.59	0.70	0.68	0.53	0.54	0.83	0.65
Standard error		0.02	0.03	0.03	0.09	0.09	0.06	0.05	0.04	0.03	0.03	0.04	0.06	0.05	0.03	0.07	0.06	0.06	0.12	0.17	0.03	0.10	0.04

Mid Dorset & North Poole Poll

CATI Fieldwork : 31st July - 9th 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	437	563	50	69	135	196	200	350	403	205	136	211	301	98	121	160	32	10	302	71	256	
Weighted base	1000	480	520	90	110	160	190	180	270	248	306	229	172	277	92	123	171	36	11	276	43	271	
NET: Well	691	356	335	64	71	101	121	134	200	188	212	151	105	240	60	83	96	23	6	224	25	186	
	69%	74%	64%	71%	64%	63%	64%	74%	74%	76%	69%	66%	61%	87%	65%	67%	56%	65%	57%	81%	58%	69%	
Very well	(4)	47	28	19	5	5	7	4	12	13	13	7	6	15	10	7	5	-	-	19	3	11	
		5%	6%	4%	6%	5%	5%	2%	7%	5%	7%	4%	3%	5%	10%	5%	3%	-	-	7%	6%	4%	
Quite well	(3)	644	328	316	59	66	93	117	122	187	171	198	144	99	225	50	76	91	23	6	205	22	175
		64%	68%	61%	66%	60%	58%	62%	68%	69%	69%	65%	63%	58%	81%	55%	62%	53%	65%	57%	74%	52%	65%
Quite badly	(2)	230	86	143	20	28	53	49	34	45	52	75	57	41	28	27	30	63	8	5	38	12	58
		23%	18%	28%	23%	25%	33%	26%	19%	17%	21%	25%	25%	24%	10%	29%	24%	37%	22%	43%	14%	29%	21%
Very badly	(1)	44	21	23	-	11	6	11	9	6	5	11	13	15	3	4	4	7	2	-	7	5	13
		4%	4%	4%	-	10%	4%	6%	5%	2%	2%	4%	6%	8%	1%	5%	3%	4%	5%	-	2%	13%	5%
NET: Badly		274	108	166	20	39	59	61	43	51	57	86	70	56	31	31	34	69	9	5	45	18	71
		27%	22%	32%	23%	36%	37%	32%	24%	19%	23%	28%	30%	33%	11%	34%	28%	41%	26%	43%	16%	42%	26%
Don't know		36	16	19	6	-	-	8	3	18	3	8	8	11	6	1	6	6	3	-	7	-	14
		4%	3%	4%	6%	-	-	4%	2%	7%	1%	3%	4%	6%	2%	1%	5%	4%	9%	-	2%	-	5%
Mean		2.72	2.78	2.66	2.82	2.59	2.64	2.62	2.78	2.82	2.72	2.66	2.60	2.93	2.72	2.73	2.56	2.66	2.57	2.88	2.52	2.72	
Standard deviation		0.63	0.62	0.62	0.52	0.74	0.64	0.63	0.65	0.58	0.60	0.64	0.70	0.45	0.72	0.62	0.62	0.58	0.52	0.54	0.80	0.63	
Standard error		0.02	0.03	0.03	0.08	0.09	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.03	0.07	0.06	0.05	0.11	0.16	0.03	0.10	0.04	

Mid Dorset & North Poole Poll

CATI Fieldwork : 31st July - 9th 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	437	563	50	69	135	196	200	350	403	205	136	211	301	98	121	160	32	10	302	71	256
Weighted base	1000	480	520	90	110	160	190	180	270	248	306	229	172	277	92	123	171	36	11	276	43	271
I am satisfied with the job David Cameron is doing overall as Prime Minister	387 39%	180 37%	208 40%	30 33%	40 37%	56 35%	61 32%	72 40%	129 48%	103 41%	120 39%	87 38%	65 38%	187 68%	12 13%	38 31%	35 20%	4 11%	4 39%	157 57%	7 15%	69 26%
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	335 33%	166 35%	168 32%	42 47%	30 27%	59 37%	63 33%	61 34%	80 30%	91 37%	95 31%	84 37%	54 31%	82 30%	19 21%	44 36%	89 52%	15 42%	5 49%	103 37%	9 21%	92 34%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	160 16%	86 18%	74 14%	10 12%	18 16%	32 20%	34 18%	30 17%	36 13%	33 13%	50 16%	38 16%	34 20%	8 3%	56 60%	27 22%	27 16%	14 40%	1 12%	8 3%	25 59%	84 31%
Refused	23 2%	14 3%	9 2%	- -	4 4%	* *	9 5%	4 2%	5 2%	5 2%	10 3%	- -	2 1%	- -	1 1%	1 1%	2 1%	2 5%	- -	1 *	1 3%	4 2%
Don't know	95 10%	34 7%	61 12%	8 9%	17 16%	13 8%	23 12%	13 7%	21 8%	17 7%	31 10%	20 9%	17 10%	- -	4 4%	14 11%	18 11%	1 2%	- -	7 3%	1 2%	21 8%

Mid Dorset & North Poole Poll

CATI Fieldwork : 31st July - 9th 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	437	563	50	69	135	196	200	350	403	205	136	211	301	98	121	160	32	10	302	71	256
Weighted base	1000	480	520	90	110	160	190	180	270	248	306	229	172	277	92	123	171	36	11	276	43	271
The Conservatives	244 24%	139 29%	106 20%	15 17%	18 16%	39 24%	56 29%	60 33%	56 21%	76 30%	76 25%	60 26%	25 15%	84 30%	23 25%	31 25%	29 17%	10 28%	3 26%	92 33%	9 21%	73 27%
The Liberal Democrat	198 20%	95 20%	103 20%	6 7%	18 16%	28 17%	41 22%	44 24%	62 23%	58 23%	57 19%	45 20%	25 15%	59 21%	20 21%	43 35%	27 16%	6 17%	2 16%	61 22%	8 18%	84 31%
The UK Independence Party (UKIP)	99 10%	58 12%	41 8%	8 8%	18 16%	18 11%	14 7%	17 10%	25 9%	23 9%	37 12%	24 11%	12 7%	23 8%	6 6%	12 10%	24 14%	6 16%	- -	27 10%	3 7%	31 11%
Labour	51 5%	29 6%	22 4%	6 6%	15 14%	7 4%	7 4%	7 4%	9 3%	10 4%	15 5%	16 7%	8 5%	10 3%	6 6%	9 7%	5 3%	2 7%	- -	11 4%	2 5%	12 4%
None of them	623 62%	280 58%	343 66%	67 74%	71 65%	99 62%	114 60%	96 53%	176 65%	136 55%	194 64%	140 61%	124 72%	164 59%	56 61%	63 51%	115 67%	23 63%	8 74%	161 59%	27 63%	140 52%
Don't know	8 1%	3 1%	4 1%	- -	- -	5 3%	- -	- -	2 1%	1 1%	4 1%	2 1%	- -	1 *	- -	1 1%	2 1%	- -	- -	1 *	- -	1 *

Mid Dorset & North Poole Poll

CATI Fieldwork : 31st July - 9th 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	437	563	50	69	135	196	200	350	403	205	136	211	301	98	121	160	32	10	302	71	256
Weighted base	1000	480	520	90	110	160	190	180	270	248	306	229	172	277	92	123	171	36	11	276	43	271
A Conservative government	401 40%	192 40%	209 40%	32 36%	28 25%	64 40%	59 31%	86 48%	131 48%	115 46%	114 37%	91 40%	66 39%	230 83%	2 2%	13 11%	75 44%	6 15%	2 16%	215 78%	4 9%	60 22%
A coalition between the Conservatives and the Liberal Democrats	178 18%	83 17%	95 18%	14 15%	13 12%	24 15%	45 24%	32 18%	50 19%	41 17%	66 21%	37 16%	29 17%	39 14%	3 3%	56 45%	24 14%	7 20%	3 25%	37 14%	2 4%	69 25%
A Labour government	163 16%	86 18%	76 15%	19 21%	27 25%	28 17%	29 15%	24 13%	35 13%	30 12%	44 15%	47 21%	37 22%	1 1%	66 72%	17 14%	28 16%	9 24%	3 32%	1 *	29 68%	65 24%
A coalition between Labour and the Liberal Democrats	116 12%	60 12%	56 11%	10 11%	21 19%	20 13%	20 11%	22 12%	22 8%	31 12%	39 13%	21 9%	19 11%	5 2%	20 22%	35 28%	18 11%	12 33%	1 9%	4 1%	6 15%	56 21%
Don't know	143 14%	59 12%	84 16%	15 17%	21 19%	24 15%	36 19%	16 9%	31 12%	31 13%	42 14%	33 15%	20 12%	1 *	1 1%	2 2%	25 15%	3 8%	2 18%	19 7%	2 4%	21 8%

Mid Dorset & North Poole Poll
CATI Fieldwork : 31st July - 9th 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	437 44%	480 48%
Female	563 56%	520 52%

Mid Dorset & North Poole Poll
CATI Fieldwork : 31st July - 9th 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	69 7%	110 11%
35-44	135 14%	160 16%
45-54	196 20%	190 19%
55-64	200 20%	180 18%
65 or older	350 35%	270 27%

Mid Dorset & North Poole Poll
CATI Fieldwork : 31st July - 9th 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	109 11%	67 7%
B	294 29%	182 18%
C1	205 21%	306 31%
C2	136 14%	229 23%
D	73 7%	69 7%
E	138 14%	103 10%
Refused	45 5%	45 5%

Mid Dorset & North Poole Poll
CATI Fieldwork : 31st July - 9th 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	302 30%	276 28%
Labour	71 7%	43 4%
Liberal Democrats	256 26%	271 27%
Another party	37 4%	30 3%
Did not vote	246 25%	302 30%
Refused	48 5%	43 4%
Don't know	40 4%	35 4%