

Somerton & Frome Poll

CATI Fieldwork : 6th - 14th 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	460	540	37	97	144	180	198	341	366	169	167	254	301	95	105	149	48	8	298	51	267	
Weighted base	1000	490	510	80	110	160	189	189	269	235	264	264	206	278	89	113	154	54	6	274	31	284	
Certain to vote	(10)	542	268	274	25	42	75	101	126	174	160	141	119	103	201	40	70	83	27	3	207	19	179
		54%	55%	54%	32%	38%	47%	53%	66%	65%	68%	53%	45%	50%	72%	45%	62%	54%	51%	53%	76%	61%	63%
	(9)	69	33	35	-	10	14	10	14	20	16	24	17	10	26	4	10	9	1	1	16	3	32
		7%	7%	7%	-	9%	9%	5%	7%	8%	7%	9%	6%	5%	9%	4%	9%	6%	2%	23%	6%	9%	11%
	(8)	82	40	42	6	5	14	17	18	20	12	29	20	19	16	14	11	18	10	-	19	5	25
		8%	8%	8%	8%	5%	8%	9%	10%	8%	5%	11%	7%	9%	6%	16%	9%	12%	18%	-	7%	15%	9%
	(7)	60	33	27	9	9	15	10	6	11	11	7	26	15	14	7	9	14	3	-	11	3	15
		6%	7%	5%	11%	9%	9%	5%	3%	4%	5%	3%	10%	7%	5%	8%	8%	9%	6%	-	4%	8%	5%
	(6)	20	7	13	-	4	3	3	2	9	4	5	6	5	3	3	3	5	2	-	3	1	7
		2%	1%	3%	-	3%	2%	1%	1%	3%	2%	2%	2%	3%	1%	3%	2%	4%	3%	-	1%	2%	2%
	(5)	59	22	37	10	7	8	12	6	15	11	11	15	19	12	6	7	11	5	1	12	1	9
		6%	4%	7%	13%	6%	5%	7%	3%	5%	5%	4%	6%	9%	4%	6%	6%	7%	8%	24%	4%	2%	3%
	(4)	26	15	11	8	4	6	2	4	3	3	9	11	2	3	7	4	5	-	-	2	-	4
		3%	3%	2%	10%	4%	4%	1%	2%	1%	1%	4%	4%	1%	1%	8%	4%	3%	-	-	1%	-	1%
	(3)	33	15	18	8	5	7	7	3	3	6	8	14	4	2	6	-	8	6	-	2	*	4
		3%	3%	3%	9%	5%	5%	4%	1%	1%	2%	3%	5%	2%	1%	7%	-	5%	11%	-	1%	2%	1%
	(2)	9	4	5	1	2	2	2	1	1	3	2	3	1	1	2	-	-	1	-	-	-	-
		1%	1%	1%	2%	1%	1%	1%	*	*	1%	1%	1%	*	*	2%	-	-	1%	-	-	-	-
Definitely would not vote	(1)	99	51	48	13	22	17	26	9	12	8	29	33	26	-	-	-	-	-	-	2	1	8
		10%	10%	9%	16%	20%	10%	14%	5%	5%	4%	11%	12%	13%	-	-	-	-	-	-	1%	2%	3%
Refused		1	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		1	1	-	-	-	-	-	1	1	1	-	-	1	-	-	-	-	-	-	-	-	1
		*	*	-	-	-	-	-	*	*	*	-	-	*	-	-	-	-	-	-	-	-	*
Mean		7.87	7.89	7.85	6.08	6.67	7.58	7.59	8.73	8.65	8.71	7.87	7.28	7.60	9.23	7.79	8.88	8.39	8.04	8.55	9.27	8.92	8.85
Standard deviation		3.05	3.07	3.03	3.35	3.57	3.12	3.32	2.41	2.41	2.42	3.11	3.25	3.16	1.58	2.55	1.76	2.17	2.50	2.26	1.61	1.83	2.09
Standard error		0.10	0.14	0.13	0.55	0.36	0.26	0.25	0.17	0.13	0.13	0.24	0.25	0.20	0.09	0.26	0.17	0.18	0.36	0.80	0.09	0.26	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	460	540	37	97	144	180	198	341	366	169	167	254	301	95	105	149	48	8	298	51	267
Weighted base	1000	490	510	80	110	160	189	189	269	235	264	264	206	278	89	113	154	54	6	274	31	284
Conservative	278	123	156	16	30	41	49	55	88	92	71	63	44	278	-	-	-	-	-	196	4	38
	28%	25%	31%	20%	27%	25%	26%	29%	33%	39%	27%	24%	21%	100%	-	-	-	-	-	72%	13%	13%
Labour	89	46	43	9	6	21	23	11	19	24	25	19	19	-	89	-	-	-	-	1	15	33
	9%	9%	8%	12%	6%	13%	12%	6%	7%	10%	9%	7%	9%	-	100%	-	-	-	-	1%	48%	12%
Liberal Democrat	113	53	60	6	11	19	26	19	31	24	38	19	30	-	-	113	-	-	-	4	2	83
	11%	11%	12%	7%	10%	12%	14%	10%	12%	10%	14%	7%	15%	-	-	100%	-	-	-	1%	8%	29%
The UK Independence Party (UKIP)	154	93	61	10	13	28	29	33	40	24	32	60	34	-	-	-	154	-	-	48	5	36
	15%	19%	12%	13%	12%	18%	15%	17%	15%	10%	12%	23%	16%	-	-	-	100%	-	-	17%	15%	13%
The Green Party	54	27	27	8	13	11	11	7	4	15	16	17	6	-	-	-	-	54	-	-	2	33
	5%	6%	5%	10%	12%	7%	6%	4%	2%	6%	6%	6%	3%	-	-	-	-	100%	-	-	7%	11%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	6	4	2	-	1	1	-	1	1	4	-	-	2	-	-	-	-	-	6	1	-	3
	1%	1%	*	-	1%	1%	-	1%	*	2%	-	-	1%	-	-	-	-	-	100%	*	-	1%
Would not vote	99	51	48	13	22	17	26	9	12	8	29	33	26	-	-	-	-	-	-	2	1	8
	10%	10%	9%	16%	20%	10%	14%	5%	5%	4%	11%	12%	13%	-	-	-	-	-	-	1%	2%	3%
Refused	75	42	32	6	2	3	7	19	36	19	17	17	16	-	-	-	-	-	-	5	-	13
	7%	9%	6%	8%	2%	2%	4%	10%	13%	8%	6%	6%	8%	-	-	-	-	-	-	2%	-	5%
Don't know	132	51	80	12	11	19	19	35	36	24	36	37	30	-	-	-	-	-	-	16	2	37
	13%	11%	16%	15%	10%	12%	10%	18%	13%	10%	14%	14%	14%	-	-	-	-	-	-	6%	7%	13%

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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	251	270	12	45	81	99	105	178	221	86	78	116	243	60	79	102	31	5	223	35	165
Weighted base	497	252	246	24	50	83	101	98	140	141	133	117	94	220	53	83	103	34	4	202	22	172
Conservative	220	97	123	8	24	29	39	47	72	75	57	47	35	220	-	-	-	-	-	160	3	33
	44%	39%	50%	33%	49%	35%	39%	48%	52%	53%	43%	40%	38%	100%	-	-	-	-	-	79%	14%	19%
Labour	53	30	23	3	4	12	15	7	12	17	14	10	10	-	53	-	-	-	-	1	12	26
	11%	12%	9%	14%	8%	15%	14%	7%	9%	12%	11%	8%	11%	-	100%	-	-	-	-	1%	54%	15%
Liberal Democrat	83	40	43	5	6	14	18	15	25	19	29	12	22	-	-	83	-	-	-	3	2	62
	17%	16%	17%	22%	12%	17%	17%	16%	18%	14%	22%	10%	23%	-	-	100%	-	-	-	2%	10%	36%
The UK Independence Party (UKIP)	103	66	37	5	6	19	21	24	27	17	24	38	22	-	-	-	103	-	-	37	3	25
	21%	26%	15%	19%	12%	22%	21%	24%	20%	12%	18%	32%	23%	-	-	-	100%	-	-	18%	15%	14%
The Green Party	34	15	19	3	9	8	8	4	2	11	9	11	3	-	-	-	-	34	-	-	1	24
	7%	6%	8%	12%	17%	10%	8%	4%	1%	8%	6%	9%	3%	-	-	-	-	100%	-	-	6%	14%
Some other party	4	3	1	-	1	1	-	1	1	2	-	-	2	-	-	-	-	-	4	1	-	2
	1%	1%	1%	-	2%	1%	-	1%	1%	2%	-	-	2%	-	-	-	-	-	100%	*	-	1%

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Col percents

Table 4

Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	44%
Labour	10%
Liberal Democrat	19%
UKIP	20%
Green	7%
Other	1%

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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	460	540	37	97	144	180	198	341	366	169	167	254	301	95	105	149	48	8	298	51	267
Weighted base	1000	490	510	80	110	160	189	189	269	235	264	264	206	278	89	113	154	54	6	274	31	284
Conservative	273 27%	121 25%	152 30%	18 22%	25 22%	33 21%	46 24%	64 34%	87 32%	83 35%	81 31%	57 21%	44 22%	237 85%	2 2%	5 4%	14 9%	4 7%	-	194 71%	3 9%	31 11%
Labour	80 8%	44 9%	35 7%	9 12%	6 5%	14 9%	18 10%	9 5%	22 8%	18 8%	19 7%	21 8%	21 10%	-	67 74%	1 1%	1 1%	2 5%	-	1 *	12 40%	27 10%
Liberal Democrat	179 18%	78 16%	100 20%	7 9%	18 16%	39 24%	41 22%	25 13%	49 18%	48 21%	49 18%	41 15%	39 19%	23 8%	12 14%	98 87%	10 6%	8 15%	1 12%	15 5%	6 20%	120 42%
The UK Independence Party (UKIP)	136 14%	88 18%	48 9%	10 13%	15 14%	25 16%	26 13%	28 15%	32 12%	22 9%	23 9%	57 22%	29 14%	4 1%	*	1 1%	124 81%	-	-	43 16%	4 14%	27 10%
The Green Party	42 4%	16 3%	26 5%	3 4%	7 7%	9 5%	9 5%	9 5%	4 2%	12 5%	11 4%	11 4%	6 3%	1 *	3 4%	3 2%	-	33 61%	-	1 *	2 8%	29 10%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	8 1%	5 1%	3 1%	1 2%	1 1%	3 2%	-	1 1%	1 *	4 2%	-	-	3 1%	-	1 1%	-	-	-	4 78%	2 1%	-	3 1%
Would not vote	99 10%	51 10%	48 9%	13 16%	22 20%	17 10%	26 14%	9 5%	12 5%	8 4%	29 11%	33 12%	26 13%	-	-	-	-	-	-	2 1%	1 2%	8 3%
Refused	44 4%	24 5%	20 4%	-	1 1%	2 1%	5 3%	14 7%	22 8%	13 6%	11 4%	6 2%	9 4%	-	-	-	-	-	-	2 1%	-	6 2%
Don't know	140 14%	62 13%	78 15%	18 23%	14 13%	18 11%	18 9%	29 15%	39 15%	25 11%	40 15%	40 15%	30 14%	13 5%	4 5%	6 5%	5 3%	6 12%	1 11%	15 5%	3 8%	33 12%

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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	532	252	280	12	44	81	99	113	182	222	87	83	119	232	55	75	99	29	5	225	33	174
Weighted base	509	256	252	24	49	83	101	104	146	143	132	123	96	211	49	79	100	30	3	205	22	180
Conservative	210	94	116	8	19	22	36	54	71	67	62	41	34	188	*	4	11	*	-	157	2	27
	41%	37%	46%	33%	39%	27%	36%	51%	48%	47%	47%	33%	35%	89%	*	6%	11%	*	-	77%	10%	15%
Labour	44	28	16	3	4	7	12	5	14	11	10	11	10	-	37	*	1	2	-	*	10	21
	9%	11%	6%	14%	7%	8%	12%	5%	9%	8%	8%	9%	11%	-	75%	*	1%	7%	-	*	44%	12%
Liberal Democrat	131	58	73	7	11	28	28	19	39	38	36	27	29	20	8	73	5	6	1	12	5	92
	26%	23%	29%	27%	22%	34%	28%	18%	26%	26%	27%	22%	30%	9%	16%	92%	5%	22%	16%	6%	24%	51%
The UK Independence Party (UKIP)	91	62	28	5	9	17	19	20	21	15	16	39	18	3	*	*	83	-	-	33	3	19
	18%	24%	11%	19%	19%	21%	19%	19%	14%	10%	12%	32%	18%	1%	1%	1%	83%	-	-	16%	14%	11%
The Green Party	28	10	18	2	5	7	6	5	2	10	8	5	4	1	3	1	-	21	-	1	2	19
	5%	4%	7%	7%	11%	8%	6%	5%	1%	7%	6%	4%	4%	*	6%	1%	-	71%	-	*	8%	11%
Some other party	4	3	1	*	1	2	-	1	1	3	-	-	2	-	1	-	-	-	3	1	-	2
	1%	1%	1%	1%	2%	2%	-	1%	*	2%	-	-	2%	-	1%	-	-	-	84%	1%	-	1%

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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	41%
Labour	9%
Liberal Democrat	27%
UKIP	17%
Green	5%
Other	1%

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CATI Fieldwork : 6th - 14th 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	460	540	37	97	144	180	198	341	366	169	167	254	301	95	105	149	48	8	298	51	267
Weighted base	1000	490	510	80	110	160	189	189	269	235	264	264	206	278	89	113	154	54	6	274	31	284
I would not vote Labour	600	300	300	44	76	89	110	109	170	143	156	161	122	233	-	62	123	35	5	237	4	150
	60%	61%	59%	55%	69%	56%	58%	58%	63%	61%	59%	61%	60%	84%	-	55%	80%	64%	89%	87%	14%	53%
I would not vote UKIP	600	275	325	45	68	98	117	114	158	159	166	143	115	219	66	97	-	50	5	169	20	210
	60%	56%	64%	56%	62%	61%	62%	60%	59%	68%	63%	54%	56%	79%	74%	86%	-	92%	87%	62%	63%	74%
I would not vote Liberal Democrat	487	266	220	41	50	79	93	96	127	111	125	134	99	169	49	-	113	29	3	186	17	77
	49%	54%	43%	51%	46%	49%	49%	51%	47%	47%	47%	51%	48%	61%	54%	-	74%	53%	53%	68%	55%	27%
I would not vote Conservative	395	200	195	29	45	75	93	58	94	74	100	120	89	-	67	70	86	39	3	19	21	165
	40%	41%	38%	36%	41%	47%	49%	31%	35%	31%	38%	45%	43%	-	75%	62%	56%	73%	52%	7%	66%	58%
None of these - I would potentially vote for all of them	101	51	50	18	14	14	12	19	24	19	27	30	21	12	7	4	9	-	-	11	2	11
	10%	10%	10%	23%	12%	9%	6%	10%	9%	8%	10%	11%	10%	4%	8%	3%	6%	-	-	4%	7%	4%
Don't know	9	3	6	-	-	-	2	1	6	3	3	-	3	-	-	-	-	-	-	-	-	1
	1%	1%	1%	-	-	-	1%	1%	2%	1%	1%	-	1%	-	-	-	-	-	-	-	-	*

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Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	460	540	37	97	144	180	198	341	366	169	167	254	301	95	105	149	48	8	298	51	267	
Weighted base	1000	490	510	80	110	160	189	189	269	235	264	264	206	278	89	113	154	54	6	274	31	284	
NET: Well	677	336	341	55	63	99	119	135	204	175	189	163	129	250	45	83	86	35	4	241	19	197	
	68%	69%	67%	69%	58%	62%	63%	71%	76%	74%	71%	62%	63%	90%	50%	73%	56%	65%	61%	88%	61%	69%	
Very well	(4)	53	36	17	2	3	5	8	10	26	7	16	16	13	25	2	5	5	2	1	23	1	12
		5%	7%	3%	2%	3%	3%	4%	5%	10%	3%	6%	6%	6%	9%	2%	4%	3%	3%	13%	8%	4%	4%
Quite well	(3)	624	300	324	54	61	95	111	125	177	168	173	148	116	225	43	78	81	34	3	219	18	185
		62%	61%	64%	67%	55%	59%	59%	66%	66%	72%	65%	56%	56%	81%	48%	69%	53%	62%	48%	80%	57%	65%
Quite badly	(2)	243	123	120	23	37	47	53	42	39	45	61	83	47	24	36	26	48	15	1	22	6	73
		24%	25%	24%	29%	34%	29%	28%	22%	14%	19%	23%	31%	23%	8%	40%	23%	31%	27%	22%	8%	20%	26%
Very badly	(1)	57	22	36	-	8	10	14	8	18	9	10	14	23	4	6	3	21	2	1	9	5	10
		6%	4%	7%	-	7%	6%	7%	4%	7%	4%	4%	5%	11%	1%	7%	3%	13%	5%	17%	3%	15%	3%
NET: Badly		300	145	156	23	45	57	67	50	57	54	71	97	70	27	43	29	68	17	2	31	11	83
		30%	30%	30%	29%	41%	36%	35%	26%	21%	23%	27%	37%	34%	10%	48%	26%	44%	32%	39%	11%	35%	29%
Don't know		23	9	13	1	2	3	4	4	8	6	4	4	6	1	2	1	-	2	-	1	1	4
		2%	2%	3%	2%	1%	2%	2%	2%	3%	3%	2%	2%	3%	*	2%	1%	-	3%	-	*	4%	1%
Mean	2.69	2.73	2.65	2.73	2.54	2.60	2.61	2.74	2.81	2.75	2.75	2.64	2.60	2.98	2.46	2.75	2.45	2.66	2.56	2.93	2.52	2.71	
Standard deviation	0.66	0.66	0.66	0.49	0.67	0.66	0.69	0.62	0.70	0.57	0.63	0.68	0.78	0.48	0.66	0.58	0.76	0.62	1.01	0.55	0.82	0.60	
Standard error	0.02	0.03	0.03	0.08	0.07	0.06	0.05	0.04	0.04	0.03	0.05	0.05	0.05	0.03	0.07	0.06	0.06	0.09	0.36	0.03	0.12	0.04	

Somerton & Frome Poll

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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	460	540	37	97	144	180	198	341	366	169	167	254	301	95	105	149	48	8	298	51	267	
Weighted base	1000	490	510	80	110	160	189	189	269	235	264	264	206	278	89	113	154	54	6	274	31	284	
NET: Well	669	337	332	62	67	98	112	123	204	171	177	170	129	235	50	76	84	31	4	227	18	191	
	67%	69%	65%	78%	61%	62%	59%	65%	76%	73%	67%	64%	63%	84%	56%	67%	54%	57%	72%	83%	58%	67%	
Very well	(4)	54	37	17	9	2	7	6	8	21	10	19	9	14	19	2	6	7	2	1	19	-	6
		5%	8%	3%	11%	2%	4%	3%	4%	8%	4%	7%	3%	7%	7%	3%	5%	5%	4%	11%	7%	-	2%
Quite well	(3)	615	300	315	53	65	92	106	115	183	160	158	162	116	216	47	70	76	29	4	208	18	185
		61%	61%	62%	66%	59%	57%	56%	61%	68%	68%	60%	61%	56%	78%	53%	62%	50%	54%	61%	76%	58%	65%
Quite badly	(2)	229	110	119	9	31	45	53	55	36	51	59	68	47	32	31	47	17	1	32	6	78	
		23%	23%	23%	11%	28%	28%	28%	29%	13%	22%	22%	26%	23%	12%	34%	27%	31%	11%	12%	18%	27%	
Very badly	(1)	69	28	41	8	6	13	18	5	19	6	18	16	26	6	7	5	21	2	1	9	5	13
		7%	6%	8%	10%	6%	8%	9%	3%	7%	3%	7%	6%	13%	2%	8%	5%	14%	5%	17%	3%	15%	4%
NET: Badly		298	138	160	17	38	57	71	60	55	57	77	84	73	38	38	36	68	19	2	41	10	90
		30%	28%	31%	21%	34%	36%	37%	32%	21%	24%	29%	32%	35%	14%	42%	32%	44%	35%	28%	15%	33%	32%
Don't know		34	15	19	1	5	4	6	6	10	7	10	10	4	6	2	1	3	4	-	6	3	2
		3%	3%	4%	2%	4%	2%	3%	3%	4%	3%	4%	4%	2%	2%	2%	1%	2%	8%	-	2%	8%	1%
Mean		2.68	2.73	2.63	2.80	2.60	2.59	2.55	2.69	2.80	2.77	2.70	2.64	2.58	2.91	2.51	2.68	2.46	2.61	2.66	2.88	2.47	2.66
Standard deviation		0.69	0.69	0.69	0.77	0.64	0.70	0.71	0.61	0.69	0.57	0.71	0.66	0.80	0.51	0.69	0.65	0.79	0.65	0.98	0.56	0.78	0.60
Standard error		0.02	0.03	0.03	0.13	0.07	0.06	0.05	0.04	0.04	0.03	0.06	0.05	0.05	0.03	0.07	0.06	0.07	0.10	0.35	0.03	0.11	0.04

Somerton & Frome 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	460	540	37	97	144	180	198	341	366	169	167	254	301	95	105	149	48	8	298	51	267
Weighted base	1000	490	510	80	110	160	189	189	269	235	264	264	206	278	89	113	154	54	6	274	31	284
I am satisfied with the job David Cameron is doing overall as Prime Minister	377 38%	190 39%	187 37%	34 42%	44 40%	56 35%	56 29%	76 40%	112 42%	99 42%	109 41%	87 33%	73 36%	188 68%	11 13%	35 31%	33 21%	4 7%	-	166 61%	4 13%	82 29%
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	347 35%	155 32%	192 38%	34 43%	38 35%	54 34%	67 35%	62 33%	91 34%	76 32%	90 34%	102 39%	70 34%	80 29%	13 14%	50 44%	81 53%	27 49%	4 72%	96 35%	8 24%	100 35%
I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead.	173 17%	96 20%	77 15%	11 14%	14 13%	33 21%	43 23%	34 18%	37 14%	44 19%	39 15%	46 18%	39 19%	8 3%	60 68%	23 21%	26 17%	19 35%	2 28%	6 2%	19 59%	86 30%
Refused	35 4%	19 4%	17 3%	-	4 3%	8 5%	5 3%	7 4%	11 4%	7 3%	7 3%	12 4%	6 3%	-	1 1%	-	4 3%	1 1%	-	2 1%	-	6 2%
Don't know	67 7%	30 6%	37 7%	1 1%	10 9%	9 6%	19 10%	11 6%	17 6%	9 4%	20 7%	17 6%	18 9%	2 1%	4 4%	5 4%	10 7%	4 8%	-	4 1%	1 4%	10 4%

Somerton & Frome Poll

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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	460	540	37	97	144	180	198	341	366	169	167	254	301	95	105	149	48	8	298	51	267
Weighted base	1000	490	510	80	110	160	189	189	269	235	264	264	206	278	89	113	154	54	6	274	31	284
The Conservatives	206	115	91	13	13	35	40	52	53	60	60	53	27	60	11	26	47	6	1	67	5	63
	21%	23%	18%	16%	12%	22%	21%	27%	20%	25%	23%	20%	13%	22%	13%	23%	30%	11%	26%	24%	16%	22%
The Liberal Democrat	102	56	45	14	5	13	18	24	28	25	36	26	11	18	12	25	17	3	-	19	4	45
	10%	11%	9%	17%	5%	8%	9%	13%	10%	11%	14%	10%	6%	7%	13%	22%	11%	5%	-	7%	12%	16%
The UK Independence Party (UKIP)	62	39	23	7	9	11	4	12	17	14	22	15	8	7	8	6	25	3	-	10	3	19
	6%	8%	4%	9%	8%	7%	2%	7%	6%	6%	8%	6%	4%	3%	9%	6%	16%	5%	-	4%	9%	7%
Labour	39	25	13	16	5	4	5	4	4	9	14	9	5	4	6	7	7	2	-	1	1	7
	4%	5%	3%	19%	5%	2%	3%	2%	1%	4%	5%	3%	3%	1%	7%	7%	5%	4%	-	*	4%	2%
None of them	708	330	379	52	86	117	138	122	192	153	184	184	164	203	69	66	92	45	4	194	21	184
	71%	67%	74%	65%	78%	73%	73%	64%	71%	65%	70%	69%	80%	73%	77%	59%	60%	84%	74%	71%	68%	65%
Don't know	10	5	5	1	4	-	1	1	3	3	1	3	2	3	-	-	2	1	-	3	-	4
	1%	1%	1%	2%	4%	-	*	*	1%	1%	1%	1%	1%	1%	-	-	2%	1%	-	1%	-	1%

Somerton & Frome 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	460	540	37	97	144	180	198	341	366	169	167	254	301	95	105	149	48	8	298	51	267
Weighted base	1000	490	510	80	110	160	189	189	269	235	264	264	206	278	89	113	154	54	6	274	31	284
A Conservative government	365 36%	176 36%	189 37%	21 26%	29 27%	57 36%	60 32%	79 42%	118 44%	104 44%	102 39%	86 33%	64 31%	221 80%	5 6%	6 5%	62 40%	6 11%	2 35%	215 79%	5 17%	49 17%
A coalition between the Conservatives and the Liberal Democrats	208 21%	98 20%	110 22%	21 26%	29 27%	34 21%	36 19%	36 19%	51 19%	48 20%	57 22%	55 21%	41 20%	53 19%	- -	52 46%	28 18%	16 30%	1 23%	44 16%	1 4%	94 33%
A Labour government	154 15%	82 17%	71 14%	17 22%	14 13%	29 18%	45 24%	20 10%	29 11%	33 14%	33 12%	45 17%	41 20%	- -	68 76%	9 8%	22 14%	15 28%	- -	1 *	17 54%	59 21%
A coalition between Labour and the Liberal Democrats	112 11%	54 11%	57 11%	9 11%	11 10%	22 14%	19 10%	21 11%	28 11%	23 10%	31 12%	30 11%	25 12%	- -	15 17%	42 37%	14 9%	12 22%	2 41%	1 1%	6 18%	64 23%
Don't know	161 16%	79 16%	82 16%	12 15%	26 24%	18 11%	28 15%	33 18%	43 16%	28 12%	41 16%	47 18%	33 16%	4 2%	1 1%	4 4%	28 18%	4 8%	- -	11 4%	2 7%	17 6%

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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	460 46%	490 49%
Female	540 54%	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	37 4%	80 8%
25-34	97 10%	110 11%
35-44	144 14%	160 16%
45-54	180 18%	189 19%
55-64	198 20%	189 19%
65 or older	341 34%	269 27%
Refused	3 *	3 *

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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
A	131 13%	85 8%
B	235 24%	150 15%
C1	169 17%	264 26%
C2	167 17%	264 26%
D	84 8%	78 8%
E	170 17%	127 13%
Refused	44 4%	31 3%

Somerton & Frome 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	298 30%	274 27%
Labour	51 5%	31 3%
Liberal Democrats	267 27%	284 28%
Another party	38 4%	26 3%
Did not vote	231 23%	282 28%
Refused	63 6%	56 6%
Don't know	52 5%	47 5%