

Taunton Deane Poll

CATI Fieldwork : 27th August - 5th September 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	103	138	196	175	349	383	206	137	235	225	123	141	153	56	11	259	68	289	
Weighted base	1000	484	516	100	137	165	178	165	253	213	299	220	229	214	120	138	157	59	11	244	38	286	
Certain to vote	(10)	506	236	271	33	50	81	84	94	163	142	156	80	109	142	75	80	82	24	5	179	23	192
		51%	49%	52%	33%	37%	49%	47%	57%	65%	67%	52%	36%	48%	66%	62%	58%	52%	42%	45%	73%	61%	67%
	(9)	48	22	26	-	4	6	12	8	18	12	12	8	12	15	7	6	7	1	*	18	5	15
		5%	5%	5%	-	3%	4%	7%	5%	7%	6%	4%	4%	5%	7%	6%	5%	5%	2%	4%	7%	12%	5%
	(8)	107	58	49	11	9	24	18	20	24	15	33	30	23	23	12	24	15	10	4	20	4	34
		11%	12%	9%	11%	7%	15%	10%	12%	9%	7%	11%	14%	10%	11%	10%	17%	10%	16%	37%	8%	12%	12%
	(7)	51	31	20	10	7	12	11	2	10	7	13	21	9	10	5	7	7	5	-	7	1	14
		5%	6%	4%	10%	5%	7%	6%	1%	4%	3%	4%	9%	4%	5%	5%	5%	4%	9%	-	3%	4%	5%
	(6)	31	11	20	12	4	2	3	7	3	3	17	6	5	*	3	6	12	2	-	*	2	3
		3%	2%	4%	12%	3%	1%	2%	4%	1%	1%	6%	3%	2%	*	2%	4%	7%	3%	-	*	5%	1%
	(5)	79	28	52	4	22	14	15	14	10	9	24	29	15	14	11	10	11	7	-	9	1	9
		8%	6%	10%	4%	16%	9%	9%	8%	4%	4%	8%	13%	7%	7%	9%	7%	7%	11%	-	4%	2%	3%
	(4)	29	17	12	3	11	4	5	5	2	5	11	7	6	3	2	3	10	6	2	3	*	7
		3%	3%	2%	3%	8%	2%	3%	3%	1%	2%	4%	3%	2%	1%	1%	2%	6%	10%	15%	1%	1%	3%
	(3)	24	17	8	7	8	3	4	1	-	2	7	10	4	5	4	2	10	4	-	-	-	1
		2%	3%	1%	7%	6%	2%	2%	1%	-	1%	2%	4%	2%	2%	3%	1%	6%	6%	-	-	-	*
	(2)	11	5	5	2	-	3	-	4	2	3	2	3	2	1	1	-	4	-	-	-	1	6
		1%	1%	1%	2%	-	2%	-	2%	1%	2%	1%	1%	1%	*	1%	-	2%	-	-	-	2%	2%
Definitely would not vote	(1)	111	59	51	19	22	16	26	10	18	13	24	26	44	-	-	-	-	-	-	8	*	4
		11%	12%	10%	19%	16%	10%	14%	6%	7%	6%	8%	12%	19%	-	-	-	-	-	-	3%	1%	2%
Refused		1	-	1	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	-	3	-	-	-	-	-	3	*	1	-	1	-	-	-	-	-	-	*	-	-
		*	-	1%	-	-	-	-	-	1%	*	*	-	*	-	-	-	-	-	-	*	-	-
Mean		7.63	7.51	7.75	6.29	6.46	7.69	7.41	8.11	8.61	8.55	7.82	6.95	7.14	8.96	8.66	8.71	7.97	7.63	8.35	9.14	8.90	8.88
Standard deviation		3.12	3.20	3.04	3.40	3.36	3.03	3.27	2.80	2.59	2.67	2.91	3.13	3.55	1.85	2.12	1.85	2.57	2.47	2.10	1.96	1.92	2.09
Standard error		0.10	0.15	0.13	0.56	0.33	0.26	0.23	0.21	0.14	0.14	0.20	0.27	0.23	0.12	0.19	0.16	0.21	0.33	0.63	0.12	0.23	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	460	540	37	103	138	196	175	349	383	206	137	235	225	123	141	153	56	11	259	68	289
Weighted base	1000	484	516	100	137	165	178	165	253	213	299	220	229	214	120	138	157	59	11	244	38	286
Conservative	214	108	106	13	15	34	34	39	78	58	61	41	47	214	-	-	-	-	-	148	1	19
	21%	22%	20%	13%	11%	21%	19%	24%	31%	27%	20%	18%	21%	100%	-	-	-	-	-	61%	4%	7%
Labour	120	56	64	21	17	27	15	20	21	26	37	30	27	-	120	-	-	-	-	-	24	47
	12%	12%	12%	21%	12%	16%	8%	12%	8%	12%	12%	14%	12%	-	100%	-	-	-	-	-	63%	16%
Liberal Democrat	138	53	85	6	20	23	31	24	34	33	47	27	26	-	-	138	-	-	-	11	1	104
	14%	11%	16%	6%	14%	14%	17%	15%	14%	15%	16%	12%	12%	-	-	100%	-	-	-	5%	2%	36%
The UK Independence Party (UKIP)	157	81	76	17	22	22	30	35	32	25	42	49	37	-	-	-	157	-	-	39	8	30
	16%	17%	15%	17%	16%	13%	17%	21%	13%	12%	14%	22%	16%	-	-	-	100%	-	-	16%	21%	10%
The Green Party	59	28	30	14	16	9	8	8	5	19	21	8	7	-	-	-	-	59	-	1	1	24
	6%	6%	6%	14%	12%	5%	4%	5%	2%	9%	7%	4%	3%	-	-	-	-	100%	-	*	3%	9%
The British National Party (BNP)	2	-	2	-	2	-	1	-	-	-	2	-	1	-	-	-	-	-	2	-	-	-
	*	-	*	-	1%	-	*	-	-	-	1%	-	*	-	-	-	-	-	21%	-	-	-
Some other party	9	4	5	-	-	4	4	-	1	2	5	2	1	-	-	-	-	-	9	1	-	5
	1%	1%	1%	-	-	3%	2%	-	*	1%	2%	1%	*	-	-	-	-	-	79%	*	-	2%
Would not vote	111	59	51	19	22	16	26	10	18	13	24	26	44	-	-	-	-	-	-	8	*	4
	11%	12%	10%	19%	16%	10%	14%	6%	7%	6%	8%	12%	19%	-	-	-	-	-	-	3%	1%	2%
Refused	63	30	33	-	1	7	12	10	32	12	15	13	15	-	-	-	-	-	-	15	2	8
	6%	6%	6%	-	1%	4%	7%	6%	13%	6%	5%	6%	6%	-	-	-	-	-	-	6%	4%	3%
Don't know	127	63	64	11	22	23	19	20	32	26	45	26	24	-	-	-	-	-	-	21	1	45
	13%	13%	12%	11%	16%	14%	11%	12%	13%	12%	15%	12%	11%	-	-	-	-	-	-	9%	3%	16%

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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	518	247	271	17	44	68	101	99	189	230	104	59	110	174	93	105	103	35	8	177	49	187
Weighted base	482	230	252	42	51	79	87	86	135	127	146	91	103	161	85	98	97	33	8	162	27	179
Conservative	161	80	81	9	11	25	24	27	65	46	49	24	38	161	-	-	-	-	-	124	1	14
	33%	35%	32%	20%	21%	32%	28%	32%	48%	37%	33%	26%	37%	100%	-	-	-	-	-	76%	2%	8%
Labour	85	40	45	15	9	20	12	15	14	22	23	21	18	-	85	-	-	-	-	-	20	37
	18%	18%	18%	36%	18%	25%	14%	18%	11%	18%	16%	23%	17%	-	100%	-	-	-	-	-	73%	21%
Liberal Democrat	98	37	61	5	13	13	22	19	27	26	35	14	19	-	-	98	-	-	-	6	*	82
	20%	16%	24%	12%	25%	17%	25%	22%	20%	20%	24%	16%	19%	-	-	100%	-	-	-	3%	2%	46%
The UK Independence Party (UKIP)	97	54	42	6	9	14	21	20	26	18	25	27	22	-	-	-	97	-	-	31	5	25
	20%	24%	17%	15%	17%	18%	25%	24%	19%	14%	17%	30%	22%	-	-	-	100%	-	-	19%	20%	14%
The Green Party	33	15	18	7	8	5	5	5	3	13	10	3	5	-	-	-	-	33	-	1	1	17
	7%	6%	7%	17%	16%	6%	6%	5%	2%	10%	7%	4%	4%	-	-	-	-	100%	-	*	4%	10%
The British National Party (BNP)	2	-	2	-	1	-	*	-	-	-	1	-	*	-	-	-	-	-	2	-	-	-
	*	-	1%	-	2%	-	1%	-	-	-	1%	-	*	-	-	-	-	-	21%	-	-	-
Some other party	6	3	3	-	-	2	3	-	1	1	3	1	1	-	-	-	-	-	6	1	-	4
	1%	1%	1%	-	-	3%	3%	-	1%	1%	2%	1%	1%	-	-	-	-	-	79%	*	-	2%

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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	35%
Labour	17%
Liberal Democrat	22%
UKIP	19%
Green	6%
Other	2%

Taunton Deane Poll

CATI Fieldwork : 27th August - 5th September 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	460	540	37	103	138	196	175	349	383	206	137	235	225	123	141	153	56	11	259	68	289
Weighted base	1000	484	516	100	137	165	178	165	253	213	299	220	229	214	120	138	157	59	11	244	38	286
Conservative	229	111	117	11	21	35	38	45	79	61	64	50	48	186	7	6	13	-	2	147	4	20
	23%	23%	23%	11%	15%	21%	21%	27%	31%	29%	21%	23%	21%	87%	5%	4%	8%	-	16%	60%	10%	7%
Labour	92	40	53	12	16	15	14	16	19	18	32	26	15	-	76	3	6	1	-	-	23	31
	9%	8%	10%	12%	12%	9%	8%	10%	8%	8%	11%	12%	6%	-	63%	2%	4%	2%	-	-	60%	11%
Liberal Democrat	210	89	121	15	20	43	37	42	52	47	65	43	48	15	25	125	12	15	-	19	2	145
	21%	18%	24%	14%	15%	26%	21%	25%	21%	22%	22%	20%	21%	7%	21%	90%	8%	25%	-	8%	6%	51%
The UK Independence Party (UKIP)	131	71	59	16	19	17	28	27	24	20	37	35	34	4	7	-	112	*	1	35	6	18
	13%	15%	11%	16%	14%	11%	16%	17%	9%	9%	13%	16%	15%	2%	6%	-	71%	1%	5%	15%	17%	6%
The Green Party	52	24	28	12	16	6	9	4	4	20	18	6	5	-	3	2	-	40	-	-	*	25
	5%	5%	5%	12%	11%	4%	5%	3%	2%	9%	6%	3%	2%	-	3%	2%	-	68%	-	-	1%	9%
The British National Party (BNP)	2	-	2	-	2	-	-	-	-	-	2	-	-	-	-	-	-	-	2	-	-	-
	*	-	*	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	16%	-	-	-
Some other party	8	5	2	-	1	1	4	-	1	1	2	2	2	-	-	-	2	*	5	1	1	4
	1%	1%	*	-	1%	1%	2%	-	*	1%	1%	1%	1%	-	-	-	1%	1%	45%	*	2%	1%
Would not vote	111	59	51	19	22	16	26	10	18	13	24	26	44	-	-	-	-	-	-	8	*	4
	11%	12%	10%	19%	16%	10%	14%	6%	7%	6%	8%	12%	19%	-	-	-	-	-	-	3%	1%	2%
Refused	43	25	18	-	2	5	5	6	24	11	9	6	11	-	-	-	1	-	-	7	-	4
	4%	5%	4%	-	2%	3%	3%	4%	10%	5%	3%	3%	5%	-	-	-	*	-	-	3%	-	1%
Don't know	123	59	64	15	19	25	17	15	32	23	46	25	22	8	3	2	11	2	2	27	1	33
	12%	12%	12%	15%	14%	15%	10%	9%	13%	11%	16%	11%	10%	4%	3%	2%	7%	4%	19%	11%	3%	12%

Taunton Deane Poll

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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	539	254	285	17	47	68	108	105	194	237	108	66	111	167	89	105	96	33	7	182	49	199
Weighted base	503	239	264	41	54	80	94	93	140	131	151	98	105	154	83	98	90	31	7	166	28	192
Conservative	169	82	87	8	14	23	28	30	66	49	50	29	37	139	3	4	9	-	2	124	2	15
	34%	34%	33%	19%	26%	29%	30%	32%	47%	38%	33%	29%	35%	90%	3%	4%	10%	-	23%	75%	8%	8%
Labour	63	26	37	8	7	11	12	12	13	15	18	19	10	-	55	1	3	1	-	-	18	26
	12%	11%	14%	19%	14%	13%	12%	13%	9%	11%	12%	20%	9%	-	66%	1%	3%	2%	-	-	65%	13%
Liberal Democrat	151	66	85	11	16	29	25	31	38	37	51	24	34	11	18	91	8	9	-	13	1	114
	30%	28%	32%	26%	30%	36%	27%	33%	27%	28%	34%	24%	32%	7%	22%	93%	9%	28%	-	8%	5%	59%
The UK Independence Party (UKIP)	81	48	33	7	6	12	20	17	19	14	23	20	19	3	4	-	69	*	*	28	5	16
	16%	20%	12%	17%	11%	15%	21%	18%	14%	11%	15%	20%	18%	2%	5%	-	77%	*	7%	17%	19%	8%
The Green Party	32	13	19	8	8	4	6	3	3	14	7	5	3	-	3	2	-	21	-	-	*	18
	6%	5%	7%	20%	15%	5%	7%	3%	2%	11%	4%	5%	3%	-	3%	2%	-	69%	-	-	1%	10%
The British National Party (BNP)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	*	-	*	-	2%	-	-	-	-	-	1%	-	-	-	-	-	-	-	16%	-	-	-
Some other party	6	4	2	-	1	1	3	-	1	1	2	1	2	-	-	-	2	*	4	1	1	3
	1%	2%	1%	-	2%	1%	3%	-	1%	1%	1%	1%	2%	-	-	-	2%	1%	55%	*	2%	2%

Taunton Deane 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	34%
Labour	14%
Liberal Democrat	30%
UKIP	15%
Green	6%
Other	1%

Taunton Deane 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	460	540	37	103	138	196	175	349	383	206	137	235	225	123	141	153	56	11	259	68	289
Weighted base	1000	484	516	100	137	165	178	165	253	213	299	220	229	214	120	138	157	59	11	244	38	286
I would not vote Labour	584	287	298	40	65	98	113	106	161	115	185	126	139	186	-	97	113	26	9	204	6	160
	58%	59%	58%	39%	47%	60%	63%	64%	64%	54%	62%	57%	61%	87%	-	70%	72%	45%	81%	84%	16%	56%
I would not vote UKIP	534	245	289	43	75	94	92	76	152	141	167	94	113	144	84	104	-	51	10	123	24	187
	53%	51%	56%	43%	55%	57%	52%	46%	60%	66%	56%	43%	49%	67%	70%	75%	-	88%	88%	50%	63%	65%
I would not vote Liberal Democrat	466	249	217	39	64	72	93	77	122	102	133	99	116	143	57	-	104	27	9	164	24	73
	47%	52%	42%	39%	47%	44%	52%	47%	48%	48%	44%	45%	51%	67%	47%	-	66%	46%	75%	67%	63%	26%
I would not vote Conservative	442	216	226	37	70	82	87	70	96	89	128	93	116	-	89	72	98	48	6	34	29	176
	44%	45%	44%	37%	52%	50%	49%	42%	38%	42%	43%	42%	50%	-	74%	52%	62%	82%	52%	14%	76%	62%
None of these - I would potentially vote for all of them	106	53	53	23	19	14	21	13	17	14	39	27	21	7	17	10	18	1	-	13	2	16
	11%	11%	10%	23%	14%	9%	12%	8%	7%	6%	13%	12%	9%	3%	14%	7%	11%	2%	-	5%	6%	6%
Don't know	21	15	7	6	3	-	*	2	11	7	1	3	8	1	-	-	-	-	-	2	-	1
	2%	3%	1%	6%	2%	-	*	1%	4%	3%	*	1%	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	460	540	37	103	138	196	175	349	383	206	137	235	225	123	141	153	56	11	259	68	289	
Weighted base	1000	484	516	100	137	165	178	165	253	213	299	220	229	214	120	138	157	59	11	244	38	286	
NET: Well	640	344	296	57	72	105	106	111	188	156	192	138	130	189	76	100	76	31	5	195	24	185	
	64%	71%	57%	57%	53%	64%	59%	67%	75%	73%	64%	63%	57%	88%	63%	72%	48%	53%	48%	80%	63%	65%	
Very well	(4)	39	25	14	3	4	10	7	5	10	9	5	5	15	22	1	3	5	-	-	22	*	9
		4%	5%	3%	3%	3%	6%	4%	3%	4%	4%	2%	2%	7%	10%	1%	2%	3%	-	-	9%	1%	3%
Quite well	(3)	601	319	282	53	68	95	99	106	178	147	187	133	115	167	75	97	71	31	5	172	24	176
		60%	66%	55%	53%	50%	58%	55%	64%	71%	69%	63%	60%	50%	78%	62%	70%	45%	53%	48%	71%	63%	62%
Quite badly	(2)	251	98	153	38	44	44	47	38	41	42	80	59	62	21	35	31	56	23	3	38	12	67
		25%	20%	30%	38%	32%	26%	26%	23%	16%	20%	27%	27%	27%	10%	29%	22%	35%	39%	25%	16%	32%	23%
Very badly	(1)	74	27	47	5	13	12	17	14	12	8	18	17	26	-	10	4	23	3	1	7	2	22
		7%	6%	9%	5%	10%	7%	10%	8%	5%	4%	6%	8%	11%	-	8%	3%	14%	5%	12%	3%	5%	8%
NET: Badly		325	125	201	44	57	56	64	52	53	50	98	76	88	21	44	35	78	26	4	44	14	88
		33%	26%	39%	43%	42%	34%	36%	31%	21%	24%	33%	35%	38%	10%	37%	25%	50%	44%	36%	18%	37%	31%
Don't know		34	14	20	-	7	4	8	2	12	7	9	6	11	4	-	4	3	2	2	5	-	13
		3%	3%	4%	-	5%	2%	5%	1%	5%	3%	3%	3%	5%	2%	-	3%	2%	4%	16%	2%	-	4%
Mean		2.63	2.73	2.53	2.55	2.48	2.64	2.56	2.63	2.77	2.76	2.62	2.59	2.54	3.00	2.56	2.73	2.38	2.49	2.43	2.88	2.59	2.63
Standard deviation		0.68	0.65	0.70	0.65	0.72	0.71	0.74	0.69	0.60	0.59	0.63	0.67	0.79	0.45	0.65	0.55	0.78	0.60	0.76	0.59	0.60	0.68
Standard error		0.02	0.03	0.03	0.11	0.07	0.06	0.05	0.05	0.03	0.03	0.04	0.06	0.05	0.03	0.06	0.05	0.06	0.08	0.24	0.04	0.07	0.04

Taunton Deane 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	103	138	196	175	349	383	206	137	235	225	123	141	153	56	11	259	68	289	
Weighted base	1000	484	516	100	137	165	178	165	253	213	299	220	229	214	120	138	157	59	11	244	38	286	
NET: Well	681	358	324	74	82	121	101	110	193	161	207	148	142	193	78	104	90	33	7	201	23	195	
	68%	74%	63%	74%	60%	73%	57%	66%	76%	76%	69%	67%	62%	90%	65%	75%	57%	56%	64%	83%	60%	68%	
Very well	(4)	62	29	33	7	11	7	6	9	22	10	13	18	17	24	5	7	15	1	1	21	1	15
		6%	6%	6%	7%	8%	5%	3%	6%	9%	5%	4%	8%	7%	11%	4%	5%	9%	3%	6%	9%	3%	5%
Quite well	(3)	619	329	290	67	71	113	95	101	171	150	194	130	125	170	73	97	75	32	7	180	22	180
		62%	68%	56%	67%	52%	69%	53%	61%	68%	71%	65%	59%	55%	79%	61%	70%	48%	54%	57%	74%	57%	63%
Quite badly	(2)	231	89	142	24	42	35	48	39	42	39	72	51	56	16	34	25	50	21	3	35	13	63
		23%	18%	28%	24%	31%	21%	27%	24%	16%	18%	24%	23%	25%	7%	28%	18%	32%	36%	25%	14%	35%	22%
Very badly	(1)	66	29	37	2	9	7	24	14	9	7	16	17	24	4	7	6	16	3	1	6	2	19
		7%	6%	7%	2%	7%	4%	14%	8%	4%	4%	5%	8%	10%	2%	6%	4%	10%	6%	5%	2%	5%	7%
NET: Badly		297	117	179	26	52	43	72	53	51	47	88	67	80	20	41	31	66	24	3	40	15	82
		30%	24%	35%	26%	38%	26%	41%	32%	20%	22%	30%	31%	35%	9%	34%	23%	42%	42%	29%	17%	40%	29%
Don't know		22	8	13	-	4	1	5	2	9	5	4	5	7	1	1	3	1	1	1	2	-	9
		2%	2%	3%	-	3%	1%	3%	1%	3%	2%	1%	2%	3%	*	*	2%	1%	2%	7%	1%	-	3%
Mean		2.69	2.75	2.64	2.80	2.62	2.74	2.48	2.64	2.84	2.79	2.69	2.69	2.61	3.00	2.63	2.77	2.57	2.54	2.70	2.90	2.58	2.69
Standard deviation		0.69	0.66	0.72	0.59	0.74	0.61	0.77	0.72	0.62	0.58	0.64	0.73	0.78	0.51	0.66	0.61	0.80	0.65	0.70	0.56	0.64	0.68
Standard error		0.02	0.03	0.03	0.10	0.07	0.05	0.06	0.05	0.03	0.03	0.05	0.06	0.05	0.03	0.06	0.05	0.06	0.09	0.22	0.04	0.08	0.04

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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	103	138	196	175	349	383	206	137	235	225	123	141	153	56	11	259	68	289
Weighted base	1000	484	516	100	137	165	178	165	253	213	299	220	229	214	120	138	157	59	11	244	38	286
I am satisfied with the job David Cameron is doing overall as Prime Minister	345 35%	162 34%	183 35%	26 26%	36 27%	71 43%	49 28%	60 36%	101 40%	81 38%	119 40%	59 27%	79 34%	149 69%	23 19%	52 38%	27 17%	4 6%	3 30%	149 61%	5 12%	75 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	336 34%	171 35%	164 32%	46 46%	47 34%	51 31%	72 41%	48 29%	71 28%	66 31%	93 31%	95 43%	69 30%	62 29%	22 18%	54 39%	85 54%	23 39%	4 33%	78 32%	6 17%	92 32%
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.	204 20%	92 19%	112 22%	22 22%	40 29%	32 20%	31 18%	35 21%	43 17%	44 21%	63 21%	43 19%	46 20%	2 1%	72 60%	22 16%	32 21%	28 48%	4 37%	10 4%	25 65%	87 30%
Refused	31 3%	18 4%	14 3%	- -	5 3%	2 1%	6 3%	3 2%	15 6%	7 3%	6 2%	6 3%	8 3%	- -	- -	1 *	1 1%	1 2%	- -	4 2%	* 1%	3 1%
Don't know	84 8%	41 8%	43 8%	6 6%	9 6%	9 6%	19 11%	18 11%	22 9%	14 7%	19 6%	18 8%	28 12%	2 1%	3 3%	10 7%	11 7%	3 5%	- -	3 1%	2 6%	28 10%

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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	103	138	196	175	349	383	206	137	235	225	123	141	153	56	11	259	68	289
Weighted base	1000	484	516	100	137	165	178	165	253	213	299	220	229	214	120	138	157	59	11	244	38	286
The Conservatives	333 33%	167 34%	166 32%	30 29%	39 29%	61 37%	59 33%	63 38%	80 32%	86 40%	101 34%	68 31%	63 27%	100 47%	35 29%	57 41%	32 20%	24 41%	3 28%	95 39%	11 29%	111 39%
The Liberal Democrat	205 20%	102 21%	103 20%	18 18%	16 12%	25 15%	39 22%	46 28%	60 24%	52 24%	60 20%	38 17%	44 19%	48 23%	23 19%	60 43%	20 13%	9 16%	3 23%	41 17%	6 16%	87 30%
The UK Independence Party (UKIP)	83 8%	47 10%	36 7%	11 10%	13 9%	18 11%	13 8%	16 9%	13 5%	21 10%	23 8%	16 7%	22 9%	13 6%	15 13%	18 13%	10 7%	6 10%	- -	13 5%	2 6%	35 12%
Labour	58 6%	29 6%	29 6%	7 7%	15 11%	12 7%	5 3%	11 6%	9 4%	14 7%	13 4%	16 7%	13 6%	11 5%	9 7%	11 8%	7 4%	1 2%	2 14%	8 3%	3 8%	21 7%
None of them	529 53%	254 53%	275 53%	58 58%	75 55%	91 55%	99 55%	76 46%	131 52%	94 44%	158 53%	131 59%	131 57%	93 44%	60 50%	47 34%	111 71%	27 46%	7 63%	129 53%	19 49%	117 41%
Don't know	15 2%	8 2%	7 1%	1 1%	6 4%	- -	2 1%	2 1%	4 2%	4 2%	3 1%	2 1%	4 2%	2 1%	- -	- -	3 2%	- -	- -	* *	- -	* *

Taunton Deane 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	103	138	196	175	349	383	206	137	235	225	123	141	153	56	11	259	68	289
Weighted base	1000	484	516	100	137	165	178	165	253	213	299	220	229	214	120	138	157	59	11	244	38	286
A Conservative government	321 32%	172 36%	149 29%	30 30%	19 14%	52 32%	53 30%	64 39%	103 41%	73 34%	90 30%	70 32%	79 34%	184 86%	2 2%	14 10%	54 35%	2 3%	3 23%	185 76%	1 4%	32 11%
A Labour government	197 20%	89 18%	108 21%	28 28%	48 35%	37 23%	31 18%	22 14%	31 12%	38 18%	52 17%	57 26%	47 20%	1 1%	86 71%	8 6%	41 26%	19 32%	3 27%	6 3%	26 68%	54 19%
A coalition between the Conservatives and the Liberal Democrats	172 17%	68 14%	103 20%	11 11%	23 17%	30 18%	30 17%	28 17%	49 19%	35 17%	68 23%	37 17%	27 12%	25 12%	3 2%	69 50%	21 13%	8 13%	1 6%	33 14%	2 6%	79 28%
A coalition between Labour and the Liberal Democrats	138 14%	68 14%	70 14%	16 16%	20 15%	20 12%	31 17%	24 14%	27 11%	37 18%	40 13%	24 11%	28 12%	1 1%	28 23%	40 29%	11 7%	26 45%	3 25%	2 1%	5 12%	80 28%
Don't know	172 17%	86 18%	86 17%	15 15%	27 20%	26 15%	33 19%	27 16%	44 17%	29 14%	50 17%	32 15%	49 21%	2 1%	2 2%	7 5%	30 19%	4 7%	2 19%	18 7%	4 10%	41 14%

Taunton Deane Poll
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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%	484 48%
Female	540 54%	516 52%

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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%	100 10%
25-34	103 10%	137 14%
35-44	138 14%	165 16%
45-54	196 20%	178 18%
55-64	175 18%	165 17%
65 or older	349 35%	253 25%
Refused	2 *	2 *

Taunton Deane 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	115 12%	64 6%
B	268 27%	149 15%
C1	206 21%	299 30%
C2	137 14%	220 22%
D	85 9%	98 10%
E	150 15%	131 13%
Refused	39 4%	39 4%

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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	259 26%	244 24%
Labour	68 7%	38 4%
Liberal Democrats	289 29%	286 29%
Another party	42 4%	26 3%
Did not vote	240 24%	317 32%
Refused	53 5%	38 4%
Don't know	49 5%	50 5%