

Watford Poll

CATI Fieldwork : 20th - 28th 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	1001	459	542	72	124	172	195	155	281	404	207	132	211	245	222	91	144	34	7	271	160	163	
Weighted base	1001	490	511	110	210	200	180	130	170	258	325	191	181	204	235	101	138	38	8	206	153	181	
Certain to vote	(10)	506	243	263	25	87	102	106	80	105	142	163	95	88	131	132	57	80	21	3	159	100	110
		51%	50%	52%	22%	41%	51%	59%	62%	62%	55%	50%	50%	49%	64%	56%	57%	58%	57%	32%	77%	65%	61%
	(9)	59	31	27	3	15	14	7	13	6	17	19	9	12	11	14	9	12	-	1	8	8	22
		6%	6%	5%	3%	7%	7%	4%	10%	4%	7%	6%	5%	7%	5%	6%	9%	9%	-	13%	4%	5%	12%
	(8)	108	70	37	16	15	28	16	14	20	25	48	15	19	23	25	18	11	7	*	14	16	26
		11%	14%	7%	15%	7%	14%	9%	11%	12%	10%	15%	8%	10%	11%	11%	18%	8%	19%	6%	7%	10%	14%
	(7)	47	24	23	6	12	7	12	5	5	14	14	12	7	9	14	4	8	2	-	7	7	4
		5%	5%	5%	6%	6%	3%	7%	4%	3%	6%	4%	6%	4%	4%	6%	3%	6%	4%	18%	3%	5%	2%
	(6)	36	23	12	5	14	5	2	4	6	10	7	6	8	9	13	3	4	1	-	4	9	5
		4%	5%	2%	5%	6%	3%	1%	3%	4%	4%	2%	3%	4%	4%	6%	3%	3%	3%	-	2%	6%	2%
	(5)	77	24	53	15	18	18	13	3	9	17	22	14	19	14	24	6	10	2	-	9	11	10
		8%	5%	10%	14%	9%	9%	7%	2%	5%	7%	7%	7%	10%	7%	10%	6%	7%	5%	-	5%	7%	6%
	(4)	18	7	11	6	7	1	2	1	2	3	11	-	3	2	6	*	6	-	-	1	1	2
		2%	1%	2%	5%	3%	1%	1%	1%	1%	1%	3%	-	2%	1%	2%	*	4%	-	-	*	1%	1%
	(3)	25	5	20	7	9	3	3	3	1	9	12	2	2	4	5	2	2	3	3	2	1	2
		3%	1%	4%	6%	4%	2%	1%	2%	*	3%	4%	1%	1%	2%	2%	2%	2%	8%	31%	1%	*	1%
	(2)	17	7	10	6	2	4	3	1	2	6	4	3	1	1	2	2	5	2	-	2	-	1
		2%	1%	2%	5%	1%	2%	2%	*	1%	2%	1%	1%	1%	1%	1%	2%	4%	5%	-	1%	-	*
Definitely would not vote	(1)	101	52	50	21	29	17	16	4	14	15	25	34	21	-	-	-	-	-	-	1	1	-
		10%	11%	10%	19%	14%	8%	9%	3%	8%	6%	8%	18%	11%	-	-	-	-	-	-	*	1%	-
Refused		5	3	1	-	3	1	-	1	-	-	-	3	1	-	-	-	-	-	-	-	-	-
		*	1%	*	-	1%	1%	-	1%	-	-	-	1%	*	-	-	-	-	-	-	-	-	-
Don't know		2	1	1	-	-	-	-	1	1	-	-	-	1	-	-	-	-	-	-	-	1	-
		*	*	*	-	-	-	-	1%	1%	-	-	-	1%	-	-	-	-	-	-	-	*	-
Mean		7.71	7.83	7.59	5.75	7.06	7.92	8.08	8.78	8.35	8.07	7.83	7.33	7.66	8.82	8.45	8.73	8.43	8.21	7.03	9.25	8.92	9.00
Standard deviation		3.07	2.99	3.15	3.32	3.31	2.91	2.94	2.22	2.76	2.80	2.92	3.46	3.08	1.92	2.13	1.92	2.36	2.58	3.09	1.68	1.78	1.64
Standard error		0.10	0.14	0.14	0.39	0.30	0.22	0.21	0.18	0.17	0.14	0.20	0.30	0.21	0.12	0.14	0.20	0.20	0.44	1.17	0.10	0.14	0.13

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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	1001	459	542	72	124	172	195	155	281	404	207	132	211	245	222	91	144	34	7	271	160	163
Weighted base	1001	490	511	110	210	200	180	130	170	258	325	191	181	204	235	101	138	38	8	206	153	181
Conservative	204	97	107	14	31	47	40	30	41	74	64	32	25	204	-	-	-	-	-	123	6	23
	20%	20%	21%	13%	15%	23%	22%	23%	24%	29%	20%	16%	14%	100%	-	-	-	-	-	59%	4%	13%
Labour	235	129	106	31	67	41	31	28	37	61	75	35	58	-	235	-	-	-	-	6	108	37
	23%	26%	21%	28%	32%	21%	17%	22%	22%	24%	23%	18%	32%	-	100%	-	-	-	-	3%	70%	20%
Liberal Democrat	101	43	58	9	25	23	15	10	19	25	47	11	15	-	-	101	-	-	-	7	7	63
	10%	9%	11%	8%	12%	11%	8%	8%	11%	10%	14%	6%	8%	-	-	100%	-	-	-	3%	5%	35%
The UK Independence Party (UKIP)	138	73	64	7	14	34	31	29	23	28	33	45	27	-	-	-	138	-	-	43	20	15
	14%	15%	13%	6%	7%	17%	17%	23%	13%	11%	10%	24%	15%	-	-	-	100%	-	-	21%	13%	8%
The Green Party	38	23	15	9	8	4	10	4	3	14	11	9	4	-	-	-	-	38	-	3	-	10
	4%	5%	3%	8%	4%	2%	6%	3%	2%	5%	3%	5%	2%	-	-	-	-	100%	-	1%	-	5%
The British National Party (BNP)	6	3	3	-	6	-	-	-	-	1	3	-	2	-	-	-	-	-	6	-	-	-
	1%	1%	1%	-	3%	-	-	-	-	*	1%	-	1%	-	-	-	-	-	67%	-	-	-
Some other party	3	2	1	-	-	-	2	*	*	1	2	-	-	-	-	-	-	-	3	1	2	-
	*	*	*	-	-	-	1%	*	*	*	*	-	-	-	-	-	-	-	33%	*	1%	-
Would not vote	101	52	50	21	29	17	16	4	14	15	25	34	21	-	-	-	-	-	-	1	1	-
	10%	11%	10%	19%	14%	8%	9%	3%	8%	6%	8%	18%	11%	-	-	-	-	-	-	*	1%	-
Refused	52	25	27	1	7	13	6	8	17	10	13	13	10	-	-	-	-	-	-	6	-	6
	5%	5%	5%	1%	3%	6%	4%	6%	10%	4%	4%	7%	6%	-	-	-	-	-	-	3%	-	3%
Don't know	123	43	80	18	24	22	29	15	16	28	53	13	19	-	-	-	-	-	-	17	10	28
	12%	9%	16%	16%	11%	11%	16%	11%	10%	11%	16%	7%	11%	-	-	-	-	-	-	8%	7%	15%

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Table 3

Q.2 If there was a general election tomorrow, which party would you vote for?

Base: All respondents expressing an intention to vote (Turnout Weighted)

This table has been weighted on the basis of past voting to be politically representative of the constituency and includes only those most likely to vote

THIS TABLE DOES NOT INCLUDE ADJUSTMENT FOR DON'T KNOW/REFUSERS

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	536	267	269	20	57	92	110	98	158	241	105	68	108	188	158	64	101	22	5	198	118	102
Weighted base	503	269	234	32	98	102	98	81	94	146	162	93	91	149	158	73	94	25	4	149	109	112
Conservative	149	73	75	6	21	32	31	25	35	56	52	18	18	149	-	-	-	-	-	102	5	14
	30%	27%	32%	19%	21%	31%	32%	31%	37%	38%	32%	19%	20%	100%	-	-	-	-	-	69%	5%	13%
Labour	158	92	66	15	41	29	23	21	29	45	51	24	37	-	158	-	-	-	-	5	81	28
	31%	34%	28%	48%	42%	28%	23%	26%	31%	31%	31%	26%	40%	-	100%	-	-	-	-	3%	74%	25%
Liberal Democrat	73	33	40	6	20	14	12	8	12	17	35	9	11	-	-	73	-	-	6	5	50	
	14%	12%	17%	20%	20%	14%	12%	10%	13%	12%	22%	9%	12%	-	-	100%	-	-	4%	5%	45%	
The UK Independence Party (UKIP)	94	53	41	*	9	24	23	23	15	19	17	34	21	-	-	-	94	-	34	18	11	
	19%	20%	18%	1%	9%	23%	24%	28%	16%	13%	10%	37%	23%	-	-	-	100%	-	23%	16%	10%	
The Green Party	25	15	10	4	5	3	8	3	2	7	7	7	3	-	-	-	-	25	1	-	8	
	5%	6%	4%	12%	5%	3%	8%	4%	2%	5%	4%	8%	3%	-	-	-	-	100%	1%	-	8%	
The British National Party (BNP)	3	3	*	-	3	-	-	-	-	1	*	-	2	-	-	-	-	-	3	-	-	-
	1%	1%	*	-	3%	-	-	-	-	1%	*	-	2%	-	-	-	-	-	61%	-	-	-
Some other party	2	1	1	-	-	-	1	*	*	1	1	-	-	-	-	-	-	2	1	1	-	
	*	*	*	-	-	-	1%	1%	*	1%	*	-	-	-	-	-	-	39%	*	1%	-	

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Table 4

Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	30%
Labour	31%
Liberal Democrat	16%
UKIP	18%
Green	5%
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	1001	459	542	72	124	172	195	155	281	404	207	132	211	245	222	91	144	34	7	271	160	163
Weighted base	1001	490	511	110	210	200	180	130	170	258	325	191	181	204	235	101	138	38	8	206	153	181
Conservative	187 19%	91 18%	96 19%	12 11%	25 12%	49 24%	32 18%	28 21%	42 25%	64 25%	65 20%	28 15%	23 13%	154 75%	5 2%	5 5%	9 7%	- -	- -	107 52%	7 5%	23 13%
Labour	234 23%	136 28%	98 19%	33 30%	76 36%	34 17%	31 17%	25 19%	35 21%	57 22%	75 23%	45 24%	51 28%	9 5%	196 83%	4 4%	5 4%	4 11%	4 49%	8 4%	95 62%	36 20%
Liberal Democrat	180 18%	72 15%	108 21%	12 11%	33 16%	40 20%	39 21%	24 19%	33 19%	54 21%	69 21%	17 9%	36 20%	29 14%	15 7%	87 87%	8 5%	6 16%	2 22%	29 14%	16 11%	82 46%
The UK Independence Party (UKIP)	115 12%	57 12%	58 11%	6 5%	13 6%	22 11%	28 16%	27 21%	18 11%	22 9%	25 8%	38 20%	26 14%	2 1%	5 2%	- -	106 77%	- -	- -	31 15%	18 12%	9 5%
The Green Party	31 3%	20 4%	10 2%	5 5%	5 3%	5 3%	6 3%	6 4%	4 2%	13 5%	7 2%	7 4%	3 2%	- -	2 1%	1 1%	- -	27 70%	- -	2 1%	1 *	9 5%
The British National Party (BNP)	1 *	1 *	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	1 13%	- -	- -	- -
Some other party	4 *	2 *	3 1%	- -	- -	- -	4 2%	* *	* *	1 *	3 1%	- -	1 *	1 *	1 1%	- -	- -	- -	1 10%	1 1%	1 1%	- -
Would not vote	101 10%	52 11%	50 10%	21 19%	29 14%	17 8%	16 9%	4 3%	14 8%	15 6%	25 8%	34 18%	21 11%	- -	- -	- -	- -	- -	- -	1 *	1 1%	- -
Refused	40 4%	20 4%	20 4%	1 1%	9 4%	9 5%	5 3%	6 4%	9 5%	8 3%	9 3%	11 6%	6 3%	- -	- -	- -	- -	- -	- -	2 1%	- -	4 2%
Don't know	107 11%	40 8%	67 13%	21 19%	18 8%	24 12%	19 11%	10 8%	16 9%	23 9%	46 14%	11 6%	15 8%	9 5%	11 5%	4 4%	10 7%	1 3%	* 6%	25 12%	14 9%	19 10%

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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	559	270	289	21	57	94	114	103	169	244	113	70	118	181	153	62	96	21	4	196	117	110
Weighted base	525	273	252	33	98	105	103	87	100	148	171	96	98	143	154	70	89	24	4	146	107	120
Conservative	140	69	71	5	17	35	26	23	35	47	52	20	18	114	5	4	7	-	-	91	6	15
	27%	25%	28%	16%	18%	33%	25%	27%	35%	32%	31%	21%	18%	80%	3%	5%	8%	-	-	62%	6%	13%
Labour	153	94	58	17	44	24	22	19	28	40	49	29	33	5	133	3	4	3	1	7	71	28
	29%	35%	23%	53%	45%	22%	21%	21%	28%	27%	29%	30%	33%	3%	87%	5%	5%	14%	17%	5%	67%	23%
Liberal Democrat	130	54	76	7	26	26	30	19	22	37	51	13	26	21	12	62	6	3	2	24	12	64
	25%	20%	30%	22%	27%	25%	29%	22%	22%	25%	30%	14%	27%	15%	8%	89%	6%	14%	42%	16%	11%	53%
The UK Independence Party (UKIP)	78	41	37	*	7	17	21	22	12	16	13	28	18	2	3	-	72	-	-	23	16	6
	15%	15%	15%	1%	7%	16%	21%	25%	12%	11%	8%	29%	18%	1%	2%	-	80%	-	-	16%	15%	5%
The Green Party	20	12	8	2	3	4	4	4	3	6	5	6	3	-	1	1	-	17	-	*	1	7
	4%	4%	3%	7%	3%	4%	4%	4%	3%	4%	3%	6%	3%	-	1%	1%	-	72%	-	*	1%	6%
The British National Party (BNP)	1	1	-	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	-	22%	-	-	-
Some other party	2	*	1	-	-	-	1	*	*	1	*	-	1	1	*	-	-	-	1	1	*	-
	*	*	1%	-	-	-	1%	*	*	*	*	-	1%	*	*	-	-	-	18%	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	27%
Labour	29%
Liberal Democrat	25%
UKIP	14%
Green	4%
Other	1%

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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	1001	459	542	72	124	172	195	155	281	404	207	132	211	245	222	91	144	34	7	271	160	163
Weighted base	1001	490	511	110	210	200	180	130	170	258	325	191	181	204	235	101	138	38	8	206	153	181
I would not vote UKIP	622	302	320	86	135	112	113	72	103	178	216	100	105	158	187	73	-	33	2	114	101	134
	62%	62%	63%	79%	64%	56%	63%	55%	60%	69%	67%	52%	58%	77%	79%	73%	-	87%	25%	55%	66%	74%
I would not vote Liberal Democrat	507	271	236	50	107	95	103	66	86	133	159	117	83	117	142	-	105	15	5	128	93	49
	51%	55%	46%	45%	51%	47%	57%	51%	50%	52%	49%	61%	46%	57%	60%	-	76%	41%	54%	62%	61%	27%
I would not vote Conservative	469	244	225	60	106	80	88	57	77	107	151	96	101	-	170	53	90	29	4	28	107	92
	47%	50%	44%	55%	51%	40%	49%	44%	45%	42%	46%	50%	56%	-	72%	52%	65%	77%	53%	14%	70%	51%
I would not vote Labour	420	200	220	35	63	78	99	63	81	113	131	87	74	135	-	45	102	18	1	144	14	67
	42%	41%	43%	32%	30%	39%	55%	48%	48%	44%	40%	46%	41%	66%	-	45%	74%	48%	15%	70%	9%	37%
None of these - I would potentially vote for all of them	86	41	45	7	21	23	10	10	14	19	31	9	17	10	13	15	4	-	2	13	14	16
	9%	8%	9%	7%	10%	11%	6%	8%	8%	7%	10%	5%	9%	5%	5%	15%	3%	-	18%	7%	9%	9%
Don't know	18	5	13	1	2	7	2	-	5	6	1	4	5	*	-	1	-	1	-	*	-	1
	2%	1%	3%	1%	1%	3%	1%	-	3%	2%	*	2%	3%	*	-	1%	-	2%	-	*	-	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	1001	459	542	72	124	172	195	155	281	404	207	132	211	245	222	91	144	34	7	271	160	163	
Weighted base	1001	490	511	110	210	200	180	130	170	258	325	191	181	204	235	101	138	38	8	206	153	181	
NET: Well	606	325	281	76	125	111	112	73	108	181	203	101	98	169	132	75	61	25	3	153	84	126	
	61%	66%	55%	69%	59%	56%	62%	56%	64%	70%	63%	53%	54%	83%	56%	74%	44%	65%	36%	74%	55%	70%	
Very well	(4)	48	30	18	10	13	6	2	6	10	11	12	13	10	8	15	4	6	-	-	9	8	4
		5%	6%	4%	9%	6%	3%	1%	5%	6%	4%	4%	7%	5%	4%	6%	4%	4%	-	-	4%	5%	2%
Quite well	(3)	558	295	263	66	111	105	111	67	98	169	192	88	88	161	117	71	55	25	3	144	76	122
		56%	60%	52%	60%	53%	53%	61%	52%	58%	66%	59%	46%	49%	79%	50%	70%	40%	65%	36%	70%	50%	68%
Quite badly	(2)	287	114	172	31	60	72	44	44	36	55	90	69	58	33	78	15	61	10	3	43	48	46
		29%	23%	34%	28%	29%	36%	25%	34%	21%	21%	28%	36%	32%	16%	33%	14%	44%	26%	31%	21%	31%	25%
Very badly	(1)	73	42	31	2	21	11	17	7	14	16	17	19	15	2	16	6	15	2	2	7	16	4
		7%	8%	6%	2%	10%	6%	9%	6%	8%	6%	5%	10%	8%	1%	7%	5%	11%	6%	28%	3%	10%	2%
NET: Badly		359	156	203	33	80	83	61	51	51	71	107	87	74	35	94	20	76	12	5	50	64	49
		36%	32%	40%	30%	38%	42%	34%	40%	30%	27%	33%	46%	41%	17%	40%	20%	55%	32%	59%	24%	42%	27%
Don't know		35	9	26	1	5	6	7	5	11	6	14	3	10	-	9	6	2	1	*	3	5	6
		4%	2%	5%	1%	2%	3%	4%	4%	6%	2%	4%	2%	5%	-	4%	6%	1%	3%	6%	1%	4%	3%
Mean		2.60	2.65	2.55	2.77	2.57	2.54	2.56	2.58	2.66	2.70	2.64	2.50	2.54	2.85	2.58	2.77	2.38	2.61	2.09	2.77	2.51	2.72
Standard deviation		0.70	0.72	0.67	0.64	0.76	0.65	0.68	0.69	0.73	0.65	0.65	0.76	0.74	0.47	0.72	0.62	0.74	0.61	0.87	0.58	0.76	0.54
Standard error		0.02	0.03	0.03	0.08	0.07	0.05	0.05	0.06	0.05	0.03	0.05	0.07	0.05	0.03	0.05	0.07	0.06	0.11	0.36	0.04	0.06	0.04

Watford Poll

CATI Fieldwork : 20th - 28th 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	1001	459	542	72	124	172	195	155	281	404	207	132	211	245	222	91	144	34	7	271	160	163	
Weighted base	1001	490	511	110	210	200	180	130	170	258	325	191	181	204	235	101	138	38	8	206	153	181	
NET: Well	608	322	286	76	126	122	101	74	108	182	206	101	98	177	132	71	55	24	6	156	77	114	
		61%	56%	69%	60%	61%	56%	57%	64%	71%	63%	53%	54%	87%	56%	71%	40%	62%	67%	76%	50%	63%	
Very well	(4)	66	41	25	7	26	8	3	9	13	25	18	12	9	16	23	4	3	1	1	17	10	4
		7%	8%	5%	7%	12%	4%	2%	7%	7%	10%	6%	6%	5%	8%	10%	4%	2%	3%	13%	8%	6%	2%
Quite well	(3)	542	281	260	69	100	115	98	65	96	157	188	89	89	162	109	68	51	23	4	139	68	110
		54%	57%	51%	63%	47%	57%	55%	50%	56%	61%	58%	47%	49%	79%	46%	67%	37%	60%	53%	67%	44%	61%
Quite badly	(2)	286	128	158	25	71	55	53	43	39	55	91	71	58	21	78	22	62	12	*	36	56	56
		29%	26%	31%	23%	34%	28%	30%	33%	23%	21%	28%	37%	32%	10%	33%	22%	45%	31%	6%	17%	37%	31%
Very badly	(1)	72	31	41	4	12	17	22	5	11	15	21	14	15	4	19	4	19	3	2	11	15	5
		7%	6%	8%	4%	6%	9%	12%	4%	6%	6%	7%	8%	2%	8%	4%	14%	7%	28%	5%	10%	10%	3%
NET: Badly		358	159	200	30	83	72	75	49	50	70	111	86	73	25	97	26	81	14	3	47	71	61
		36%	32%	39%	27%	39%	36%	42%	37%	30%	27%	34%	45%	40%	12%	41%	26%	59%	38%	33%	23%	46%	34%
Don't know		35	10	25	4	2	5	3	7	12	6	7	5	11	2	6	3	2	-	-	4	5	5
		3%	2%	5%	4%	1%	3%	2%	6%	7%	2%	2%	2%	6%	1%	3%	3%	2%	-	-	2%	3%	3%
Mean		2.62	2.69	2.56	2.75	2.67	2.58	2.47	2.63	2.70	2.76	2.64	2.53	2.54	2.94	2.59	2.73	2.29	2.58	2.52	2.80	2.49	2.64
Standard deviation		0.72	0.72	0.72	0.65	0.77	0.71	0.73	0.69	0.71	0.71	0.69	0.73	0.72	0.51	0.78	0.60	0.73	0.67	1.10	0.66	0.77	0.59
Standard error		0.02	0.03	0.03	0.08	0.07	0.05	0.05	0.06	0.04	0.04	0.05	0.06	0.05	0.03	0.05	0.06	0.06	0.11	0.42	0.04	0.06	0.05

Watford Poll

CATI Fieldwork : 20th - 28th 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	1001	459	542	72	124	172	195	155	281	404	207	132	211	245	222	91	144	34	7	271	160	163
Weighted base	1001	490	511	110	210	200	180	130	170	258	325	191	181	204	235	101	138	38	8	206	153	181
I am satisfied with the job David Cameron is doing overall as Prime Minister	318 32%	155 32%	163 32%	34 31%	62 30%	76 38%	54 30%	34 26%	56 33%	92 35%	98 30%	47 25%	64 36%	118 58%	52 22%	34 34%	23 17%	3 9%	5 58%	101 49%	30 19%	45 25%
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	305 30%	153 31%	152 30%	35 32%	50 24%	68 34%	64 35%	48 37%	41 24%	75 29%	110 34%	59 31%	45 25%	84 41%	39 16%	28 28%	65 47%	16 42%	* 6%	82 40%	30 20%	55 31%
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.	254 25%	124 25%	130 25%	25 23%	74 35%	40 20%	35 20%	36 27%	44 26%	69 27%	83 25%	47 24%	52 29%	- -	140 60%	20 20%	29 21%	14 37%	3 31%	18 9%	81 53%	51 28%
Refused	25 3%	14 3%	12 2%	2 2%	3 1%	4 2%	5 3%	7 5%	5 3%	7 3%	6 2%	7 3%	5 3%	- -	1 *	3 3%	3 2%	1 4%	- -	1 *	1 1%	5 3%
Don't know	99 10%	44 9%	55 11%	14 13%	21 10%	13 6%	22 12%	5 4%	24 14%	15 6%	28 9%	31 16%	16 9%	3 1%	4 2%	14 14%	16 12%	3 8%	* 6%	4 2%	12 8%	25 14%

Watford Poll

CATI Fieldwork : 20th - 28th 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	1001	459	542	72	124	172	195	155	281	404	207	132	211	245	222	91	144	34	7	271	160	163
Weighted base	1001	490	511	110	210	200	180	130	170	258	325	191	181	204	235	101	138	38	8	206	153	181
The Liberal Democrat	266 27%	124 25%	141 28%	11 10%	51 24%	53 26%	50 28%	47 36%	54 32%	76 30%	87 27%	27 14%	58 32%	67 33%	54 23%	43 43%	27 19%	11 28%	3 40%	71 34%	47 31%	65 36%
The Conservatives	248 25%	122 25%	126 25%	18 16%	57 27%	59 30%	40 22%	33 26%	41 24%	71 27%	95 29%	23 12%	44 24%	63 31%	53 23%	26 26%	32 23%	11 30%	5 57%	65 32%	38 25%	54 30%
Labour	136 14%	68 14%	67 13%	14 13%	43 21%	26 13%	20 11%	15 12%	17 10%	35 13%	42 13%	23 12%	29 16%	22 11%	49 21%	12 12%	14 10%	6 16%	4 53%	20 10%	35 23%	15 8%
The UK Independence Party (UKIP)	73 7%	40 8%	34 7%	10 9%	21 10%	22 11%	5 3%	5 4%	10 6%	15 6%	25 8%	13 7%	15 8%	14 7%	15 6%	5 5%	18 13%	1 3%	-	20 10%	10 6%	6 3%
None of them	549 55%	266 54%	283 56%	75 68%	117 56%	100 50%	99 55%	67 52%	91 54%	129 50%	174 54%	125 66%	103 57%	102 50%	127 54%	49 48%	85 62%	20 53%	2 25%	102 49%	78 51%	87 48%
Don't know	18 2%	10 2%	9 2%	- -	7 4%	5 3%	4 2%	- -	- -	4 2%	4 1%	8 4%	1 *	2 1%	1 1%	1 1%	- -	1 3%	- -	1 1%	1 1%	3 2%

Watford Poll

CATI Fieldwork : 20th - 28th 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	1001	459	542	72	124	172	195	155	281	404	207	132	211	245	222	91	144	34	7	271	160	163
Weighted base	1001	490	511	110	210	200	180	130	170	258	325	191	181	204	235	101	138	38	8	206	153	181
A Labour government	279	145	135	42	81	51	39	30	36	70	80	57	57	5	164	7	38	14	4	16	101	33
	28%	29%	26%	38%	39%	26%	22%	23%	21%	27%	25%	30%	32%	2%	70%	7%	28%	37%	49%	8%	66%	18%
A Conservative government	264	130	134	12	28	63	51	47	63	88	84	46	37	153	3	4	46	4	*	136	8	28
	26%	26%	26%	11%	14%	31%	28%	37%	37%	34%	26%	24%	20%	75%	1%	4%	34%	11%	4%	66%	5%	15%
A coalition between Labour and the Liberal Democrats	156	90	65	21	34	26	27	25	23	32	62	28	31	2	58	29	18	11	1	5	30	57
	16%	18%	13%	19%	16%	13%	15%	19%	13%	12%	19%	15%	17%	1%	25%	29%	13%	29%	13%	3%	20%	32%
A coalition between the Conservatives and the Liberal Democrats	139	62	77	18	29	30	32	12	18	36	41	31	25	39	5	42	10	3	-	29	4	40
	14%	13%	15%	16%	14%	15%	18%	9%	11%	14%	13%	16%	14%	19%	2%	42%	7%	7%	-	14%	3%	22%
Don't know	163	64	100	17	37	31	31	16	30	32	57	29	31	5	5	18	25	6	3	20	10	23
	16%	13%	19%	16%	17%	15%	17%	12%	18%	12%	18%	15%	17%	2%	2%	17%	18%	16%	33%	10%	7%	13%

Watford Poll
CATI Fieldwork : 20th - 28th August 2014

Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	459 46%	490 49%
Female	542 54%	511 51%

Watford Poll
CATI Fieldwork : 20th - 28th 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	1001	1001
Weighted base	1001	1001
18-24	72 7%	110 11%
25-34	124 12%	210 21%
35-44	172 17%	200 20%
45-54	195 19%	180 18%
55-64	155 15%	130 13%
65 or older	281 28%	170 17%
Refused	2 *	2 *

Watford Poll
CATI Fieldwork : 20th - 28th August 2014

Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	114 11%	70 7%
B	290 29%	188 19%
C1	207 21%	325 32%
C2	132 13%	191 19%
D	81 8%	90 9%
E	130 13%	91 9%
Refused	47 5%	46 5%

Watford Poll
CATI Fieldwork : 20th - 28th 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	1001	1001
Weighted base	1001	1001
Conservative	271 27%	206 21%
Labour	160 16%	153 15%
Liberal Democrats	163 16%	181 18%
Another party	32 3%	34 3%
Did not vote	285 28%	348 35%
Refused	37 4%	30 3%
Don't know	53 5%	49 5%