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

				nder				ge					G				Voting In					2010 Vo	ote
		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		1000	456	544	74	100	145	206	199	275	369	176	131	292	227	285	42	173	23	7	274	301	70
Weighted base		1000	495	505	101	159	187	194	161	197	178	254	226	311	213	265	47	189	24	9	268	260	89
Certain to vote	(10)	556 56%	274 55%	282 56%	23 23%	69 43%	105 56%	118 61%	107 66%	135 69%	119 67%	145 57%	117 52%	160 52%	149 70%	167 63%	21 45%	118 63%	7 5 30%	4 45%	197 73%	193 74%	49 55%
	(9)	57 6%	35 7%	22 4%	5 5%	8 5%	11 6%	16 8%	7 5%	11 6%	11 6%	20 8%	9 4%	13 4%	10 5%	14 5%	6 12%	15 8%	1 5 3%	- -	17 6%	13 5%	13 5 14%
	(8)	87 9%	42 9%	45 9%	20 19%	11 7%	12 7%	18 9%	11 7%	16 8%	11 6%	27 11%	19 8%	29 9%	19 9%	28 11%	6 14%	16 9%	6 25%	1 6%	18 7%	19 7%	13 5 14%
	(7)	54 5%	33 7%	21 4%	11 11%	15 9%	12 7%	3 1%	6 4%	7 4%	7 4%	13 5%	18 8%	15 5%	22 10%	16 6%	6 13%	3 1%	1 5 6%	-	12 4%	15 6%	2 2%
	(6)	33 3%	14 3%	19 4%	8 8%	2 1%	4 2%	11 6%	2 1%	6 3%	5 3%	5 2%	9 4%	13 4%	5 2%	7 3%	3 7%	7 4%	3 5 14%	-	7 2%	5 2%	* 5 1%
	(5)	75 7%	35 7%	40 8%	8 8%	19 12%	21 11%	6 3%	13 8%	7 3%	9 5%	15 6%	18 8%	31 10%	8 4%	20 7%	4 8%	17 9%	1 5 2%	-	13 5%	9 3%	5 5%
	(4)	11 1%	3 1%	8 2%	3 3%	1 1%	2 1%	2 1%	2 1%	1 *	1 1%	2 1%	-	5 2%	1 *	7 3%	-	2 1%	-	-	2 1%	1	-
	(3)	24 2%	15 3%	10 2%	7 7%	5 3%	4 2%	4 2%	3 2%	1 1%	1 1%	3 1%	15 7%	2 1%	-	2 1%	-	8 4%	5 20%	4 48%	1	1 *	2 2%
	(2)	10 1%	6 1%	4 1%	4 4%	1 *	-	3 1%	1 1%	2 1%	2 1%	1 *	3 1%	3 1%	1 *	3 1%	* 1%	2 1%	-	-	-	*	*
Definitely would not vote	(1)	89 9%	38 8%	50 10%	14 14%	29 18%	14 8%	14 7%	10 6%	9 4%	10 6%	23 9%	19 8%	34 11%	-	-	-	-	-	-	2 1%	4 2%	4 5%
Refused		*	*	-	-	-	-	-	-	*	*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		4 *	-	4 1%	-	-	2 1%	-	-	2 1%	-	-	-	3 1%	-	-	-	-	-	-	-	-	1 1%
Mean		7.98	8.05	7.91	6.35	6.95	8.05	8.34	8.48	8.84	8.63	8.22	7.68	7.69	9.16	8.77	8.46	8.64	7.21	6.48	9.19	9.20	8.56
Standard deviation		2.94	2.87	3.02	3.11	3.45	2.83	2.77	2.66	2.30	2.55	2.81	3.04	3.09	1.47	1.97	1.79	2.20	2.60	3.61	1.67	1.72	2.42
Standard error		0.09	0.13	0.13	0.36	0.34	0.24	0.19	0.19	0.14	0.13	0.21	0.27	0.18	0.10	0.12	0.28	0.17	0.54	1.36	0.10	0.10	0.29

Lord Ashcroft

Absolutes/col percents

Table 2

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

Base: All respondents

		Ge	nder			Aç	e				SE	G				Voting In	tention			2	2010 Vo	ote
	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	1000	456	544	74	100	145	206	199	275	369	176	131	292	227	285	42	173	23	7	274	301	70
Weighted base	1000	495	505	101	159	187	194	161	197	178	254	226	311	213	265	47	189	24	9	268	260	89
Conservative	213 21%	108 22%	105 21%	21 21%	18 11%	57 30%	32 17%	32 20%	53 27%	63 36%	54 21%	42 19%	50 16%	213 100%	-	-	-	-	-	154 57%	7 3%	10 5 11%
Labour	265 26%	133 27%	132 26%	34 34%	34 22%	44 24%	51 26%	49 30%	52 26%	41 23%	64 25%	57 25%	96 31%	-	265 100%	-	-	-	-	9 3%	163 62%	22 25%
Liberal Democrat	47 5%	24 5%	23 5%	6 6%	14 9%	10 5%	11 6%	1 1%	4 2%	14 8%	14 6%	6 3%	9 3%	-	-	47 100%	-	-	-	2 1%	4 1%	21 23%
The UK Independence Party (UKIP)	189 19%	111 22%	78 15%	6 6%	25 16%	29 16%	53 27%	38 23%	37 19%	15 8%	42 16%	61 27%	62 20%	-	-	-	189 100%	-	-	65 24%	48 18%	17 5 19%
The Green Party	24 2%	15 3%	9 2%	6 6%	3 2%	4 2%	7 4%	2 1%	3 1%	5 3%	6 3%	5 2%	8 2%	-	-	-	-	24 100%	-	1 *	7 3%	5 5%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	9 1%	7 1%	2 *	-	6 4%	2 1%	-	-	1 1%	2 1%	-	4 2%	3 1%	-	-	-	-	-	9 100%	-	1 *	-
Would not vote	89 9%	38 8%	50 10%	14 14%	29 18%	14 8%	14 7%	10 6%	9 4%	10 6%	23 9%	19 8%	34 11%	-	-	-	-	-	-	2 1%	4 2%	4 5%
Refused	50 5%	26 5%	24 5%	2 2%	8 5%	2 1%	9 5%	11 7%	17 9%	7 4%	8 3%	11 5%	18 6%	-	- -	-	-	-	-	8 3%	6 2%	*
Don't know	116 12%	34 7%	82 16%	12 12%	21 13%	25 13%	17 9%	19 12%	22 11%	21 12%	42 17%	20 9%	31 10%	-	-	-	-	-	-	27 10%	21 8%	10 5 11%

Lord Ashcroft

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

			nder			Ac					SE					Voting In			0.1		2010 Vo	
	<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	_AB_		C2	DE	<u>Con</u>	Lab	LibDem	UKIP	<u>Green</u>	<u>Other</u>	<u>Con</u>	Lab	<u>LibDem</u>
Unweighted base	571	278	293	32	44	78	131	119	168	232	95	71	160	180	218	28	127	13	4	193	219	43
Weighted base	537	284	254	37	65	106	118	93	118	110	138	118	159	165	191	31	134	12	4	184	184	57
Conservative	165 31%	83 29%	81 32%	13 34%	11 17%	45 42%	27 23%	27 29%	43 36%	51 46%	43 32%	31 26%	37 23%	165 100%	-	-	-	-	-	126 69%	5 3%	8 15%
Labour	191 36%	96 34%	95 37%	19 51%	24 36%	30 28%	38 33%	37 40%	43 36%	33 30%	48 35%	38 32%	69 43%	-	191 100%	-	-	-	-	7 4%	133 72%	17 30%
Liberal Democrat	31 6%	16 6%	15 6%	3 8%	9 14%	7 7%	9 7%	1 1%	3 2%	10 9%	10 7%	4 3%	6 4%	-	-	31 100%	-	-	-	2 1%	2 1%	17 30%
The UK Independence Party (UKIP)	134 25%	76 27%	58 23%	1 2%	17 26%	23 21%	39 33%	27 29%	28 24%	12 11%	33 24%	44 37%	41 26%	-	-	-	134 100%	-	-	49 27%	39 21%	11 20%
The Green Party	12 2%	10 3%	3 1%	2 5%	2 3%	1 1%	5 4%	* 1%	2 2%	3 3%	3 2%	2 2%	4 3%	-	-	-	-	12 100%	-	*	6 3%	3 6%
Some other party	4 1%	2 1%	2 1%	-	3 4%	1 1%	-	-	*	1 1%	-	*	3 2%	-	-	-	-	-	4 100%	-	1 *	-

Lord Ashcroft

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Absolutes/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	32%
Labour	36%
Liberal Democrat	6%
UKIP	24%
Green	2%
Other	1%

Col percents

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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

			nder			Aç					SE					Voting Ir		-			2010 Vot	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	_C2	DE	Con	Lab	<u>LibDem</u>	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	456	544	74	100	145	206	199	275	369	176	131	292	227	285	42	173	23	7	274	301	70
Weighted base	1000	495	505	101	159	187	194	161	197	178	254	226	311	213	265	47	189	24	9	268	260	89
Conservative	214 21%	109 22%	105 21%	24 23%	18 12%	50 26%	36 19%	38 24%	48 24%	60 34%	53 21%	47 21%	51 16%	185 87%	3 1%	3 5%	12 6%	* 2%	-	160 60%	3 1%	7 8%
Labour	312 31%	149 30%	163 32%	38 38%	45 28%	56 30%	53 28%	54 34%	65 33%	48 27%	86 34%	65 29%	105 34%	12 6%	246 93%	9 19%	16 9%	3 12%	1 6%	11 4%	176 68%	33 38%
Liberal Democrat	38 4%	21 4%	17 3%	3 3%	11 7%	4 2%	11 6%	3 2%	5 2%	11 6%	15 6%	4 2%	7 2%	*	1 1%	30 65%	-	3 13%	-	1 *	3 1%	23 26%
The UK Independence Party (UKIP)	176 18%	108 22%	69 14%	10 10%	23 14%	27 14%	49 25%	34 21%	34 17%	18 10%	36 14%	56 25%	58 19%	5 2%	6 2%	-	157 83%	1 2%	-	57 21%	46 18%	11 12%
The Green Party	23 2%	14 3%	9 2%	4 4%	3 2%	4 2%	8 4%	2 1%	2 1%	4 2%	3 1%	7 3%	9 3%	1 *	1 *	3 7%	-	17 70%	-	1 *	6 2%	3 3%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	15 2%	11 2%	4 1%	-	9 6%	2 1%	3 1%	-	2 1%	2 1%	3 1%	6 3%	5 2%	1 *	2 1%	-	-	-	9 94%	3 1%	3 1%	-
Would not vote	89 9%	38 8%	50 10%	14 14%	29 18%	14 8%	14 7%	10 6%	9 4%	10 6%	23 9%	19 8%	34 11%	-	-	-	-	-	-	2 1%	4 2%	4 5%
Refused	30 3%	13 3%	17 3%	1 1%	6 4%	2 1%	3 1%	7 4%	11 6%	6 3%	5 2%	6 3%	10 3%	1 1%	-	-	*	-	-	4 2%	2 1%	-
Don't know	102 10%	33 7%	70 14%	8 8%	14 9%	28 15%	17 9%	14 9%	21 10%	19 11%	30 12%	16 7%	32 10%	7 3%	6 2%	2 4%	4 2%	-	-	27 10%	18 7%	7 8%

Lord Ashcroft

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

		Ge	nder			Ag	ge				SE	G				Voting In	itention			2	2010 Vo	e
	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	592	282	310	34	47	78	132	126	175	238	102	75	166	173	214	27	123	13	4	196	225	46
Weighted base	559	290	270	42	70	104	121	99	123	112	146	124	166	157	188	31	131	12	4	187	189	59
Conservative	164 29%	85 29%	79 29%	14 33%	10 14%	40 38%	31 25%	31 32%	38 31%	49 43%	41 28%	36 29%	36 22%	144 91%	1 1%	1 4%	10 7%	* 4%	-	132 71%	2 1%	6 11%
Labour	226 40%	107 37%	120 44%	24 56%	30 44%	39 37%	38 31%	42 42%	54 44%	39 35%	64 44%	43 35%	75 46%	10 6%	181 96%	7 22%	10 7%	2 18%	* 9%	9 5%	142 75%	27 45%
Liberal Democrat	26 5%	15 5%	12 4%	1 3%	8 11%	4 3%	9 7%	2 2%	3 3%	8 7%	11 7%	2 2%	5 3%	*	1 1%	21 69%	-	2 16%	-	1 1%	1 1%	18 31%
The UK Independence Party (UKIP)	122 22%	70 24%	52 19%	3 7%	15 22%	19 18%	37 31%	23 23%	25 20%	12 11%	27 19%	38 31%	41 25%	2 1%	3 2%	-	112 85%	* 1%	-	41 22%	37 19%	6 10%
The Green Party	12 2%	8 3%	4 1%	* 1%	1 2%	1 1%	6 5%	1 1%	2 2%	3 2%	1 1%	3 3%	5 3%	1 *	1 *	1 5%	-	8 62%	-	*	5 3%	2 3%
Some other party	9 2%	5 2%	4 1%	-	5 7%	2 2%	1 1%	-	1 1%	2 1%	2 2%	1 1%	3 2%	1 *	2 1%	-	-	-	4 91%	3 2%	2 1%	-

Absolutes/col percents

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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	30%
Labour	40%
Liberal Democrat	5%
UKIP	21%
Green	2%
Other	2%

Col percents

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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	<u>Gei</u> Male	<u>nder</u> Female	18-24	25-34	<u>Aç</u> 35-44	ge 45-54	55-64	65+	AB	SE C1	G C2	DE	Con	Lab	Voting In LibDem	tention UKIP	Green	Other	2 Con	010 Vot Lab	<u>te</u> LibDem
Unweighted base	1000	456	544	74	100	145	206	199	275	369	176	131	292	227	285	42	173	23	7	274	301	70
Weighted base	1000	495	505	101	159	187	194	161	197	178	254	226	311	213	265	47	189	24	9	268	260	89
l would not vote Liberal Democrat	661 66%	344 69%	317 63%	64 64%	103 65%	115 62%	135 70%	116 72%	126 64%	106 60%	150 59%	169 75%	219 70%	141 67%	188 71%	-	164 87%	16 68%	9 100%	202 76%	202 78%	30 34%
I would not vote UKIP	560 56%	266 54%	294 58%	72 71%	90 57%	116 62%	97 50%	86 54%	99 50%	123 69%	151 59%	117 52%	152 49%	155 73%	205 77%	37 79%	-	22 91%	7 74%	137 51%	167 64%	52 59%
I would not vote Conservative	503 50%	249 50%	254 50%	53 53%	88 56%	80 43%	110 57%	76 47%	96 49%	69 39%	120 47%	121 53%	178 57%	-	203 77%	27 57%	131 69%	18 74%	8 93%	40 15%	207 79%	56 63%
I would not vote Labour	437 44%	237 48%	201 40%	34 34%	72 46%	81 43%	93 48%	67 42%	88 45%	84 47%	97 38%	113 50%	132 42%	153 72%	-	22 46%	144 76%	7 29%	8 87%	205 77%	35 14%	31 35%
None of these - I would potentially vote for all of them	82 8%	33 7%	49 10%	9 9%	9 6%	13 7%	15 8%	16 10%	20 10%	13 7%	28 11%	11 5%	26 8%	11 5%	19 7%	2 3%	10 5%	1 4%	-	19 7%	9 3%	10 11%
Don't know	15 2%	5 1%	10 2%	1 1%	3 2%	2 1%	*	4 2%	5 2%	1 *	1 *	4 2%	7 2%	2 1%	1 *	-	1 1%	-	-	1 *	1 *	1 1%

Lord Ashcroft

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

			Ge	nder			A	qe				SE	G				Voting In	tention			2	2010 Vo	te
		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		1000	456	544	74	100	145	206	199	275	369	176	131	292	227	285	42	173	23	7	274	301	70
Weighted base		1000	495	505	101	159	187	194	161	197	178	254	226	311	213	265	47	189	24	9	268	260	89
NET: Well		632 63%	359 72%	274 54%	56 55%	100 63%	134 72%	118 61%	95 59%	130 66%	135 76%	170 67%	122 54%	186 60%	182 86%	160 60%	36 76%	97 51%	15 63%	4 45%	202 75%	154 59%	69 77%
Very well	(4)	51 5%	36 7%	15 3%	1 1%	5 3%	15 8%	9 5%	6 4%	15 8%	9 5%	13 5%	9 4%	16 5%	24 11%	5 2%	-	9 5%	* 1%	2 19%	23 9%	13 5%	3 3%
Quite well	(3)	582 58%	323 65%	259 51%	54 54%	96 60%	119 64%	109 56%	89 55%	115 58%	126 71%	156 62%	113 50%	170 55%	159 75%	154 58%	36 76%	88 47%	15 62%	2 26%	179 67%	141 54%	66 74%
Quite badly	(2)	262 26%	94 19%	168 33%	42 41%	36 23%	36 19%	57 30%	44 28%	45 23%	32 18%	65 26%	73 32%	81 26%	23 11%	72 27%	11 23%	65 34%	9 35%	2 21%	44 17%	76 29%	16 18%
Very badly	(1)	67 7%	27 5%	40 8%	1 1%	20 12%	13 7%	12 6%	13 8%	9 4%	6 3%	14 6%	21 9%	25 8%	2 1%	21 8%	-	19 10%	* 2%	3 34%	10 4%	17 7%	2 3%
NET: Badly		329 33%	121 24%	209 41%	43 42%	56 35%	50 27%	69 36%	57 35%	54 27%	38 21%	80 31%	93 41%	107 34%	25 12%	93 35%	11 23%	84 44%	9 37%	5 55%	55 20%	93 36%	18 20%
Don't know		38 4%	16 3%	23 5%	2 2%	3 2%	3 2%	7 4%	9 6%	14 7%	5 3%	5 2%	10 4%	18 6%	5 3%	12 4%	1 1%	8 4%	-	-	11 4%	14 5%	2 3%
Mean		2.64	2.77	2.52	2.57	2.54	2.74	2.61	2.58	2.74	2.80	2.68	2.51	2.61	2.98	2.57	2.77	2.48	2.62	2.30	2.83	2.61	2.80
Standard deviation		0.69	0.67	0.69	0.54	0.75	0.71	0.68	0.70	0.67	0.58	0.67	0.73	0.72	0.52	0.67	0.43	0.75	0.55	1.19	0.63	0.69	0.53
Standard error		0.02	0.03	0.03	0.06	0.08	0.06	0.05	0.05	0.04	0.03	0.05	0.06	0.04	0.03	0.04	0.07	0.06	0.12	0.45	0.04	0.04	0.06

Lord Ashcroft

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

			Ge	nder			A	qe				SE	EG				Voting In	itention			2	2010 Vo	te
		<u>Total</u>	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base		1000	456	544	74	100	145	206	199	275	369	176	131	292	227	285	42	173	23	7	274	301	70
Weighted base		1000	495	505	101	159	187	194	161	197	178	254	226	311	213	265	47	189	24	9	268	260	89
NET: Well		622 62%	329 67%	293 58%	67 66%	95 60%	118 63%	118 61%	88 54%	137 69%	134 75%	165 65%	130 58%	175 56%	178 84%	157 59%	35 75%	102 54%	19 78%	4 40%	196 73%	162 62%	62 69%
Very well	(4)	69 7%	40 8%	29 6%	5 4%	7 5%	21 11%	7 4%	11 7%	18 9%	15 9%	13 5%	20 9%	17 5%	21 10%	16 6%	4 10%	12 6%	* 2%	2 19%	24 9%	18 7%	5 6%
Quite well	(3)	553 55%	289 58%	264 52%	62 62%	88 55%	97 52%	111 57%	76 47%	119 60%	118 67%	152 60%	110 49%	158 51%	158 74%	142 54%	31 65%	91 48%	18 76%	2 21%	171 64%	144 55%	57 64%
Quite badly	(2)	280 28%	117 24%	163 32%	33 33%	46 29%	53 28%	55 29%	54 34%	37 19%	34 19%	65 26%	69 31%	100 32%	26 12%	79 30%	11 24%	60 32%	5 20%	5 53%	54 20%	71 27%	21 23%
Very badly	(1)	70 7%	36 7%	34 7%	*	15 10%	13 7%	14 7%	15 9%	12 6%	7 4%	19 8%	18 8%	24 8%	1 1%	25 10%	-	23 12%	* 2%	1 6%	6 2%	20 8%	6 6%
NET: Badly		350 35%	152 31%	197 39%	34 34%	61 39%	66 35%	69 36%	69 43%	49 25%	41 23%	85 33%	88 39%	124 40%	27 13%	104 39%	11 24%	82 44%	5 22%	5 60%	60 22%	91 35%	26 29%
Don't know		28 3%	13 3%	15 3%	-	3 2%	3 2%	6 3%	4 3%	12 6%	4 2%	4 2%	8 4%	11 4%	7 3%	3 1%	1 1%	4 2%	-	-	12 5%	7 3%	1 1%
Mean		2.64	2.69	2.59	2.70	2.56	2.69	2.59	2.54	2.77	2.82	2.63	2.60	2.56	2.96	2.56	2.86	2.50	2.78	2.53	2.84	2.63	2.70
Standard deviation		0.72	0.73	0.71	0.56	0.73	0.77	0.68	0.77	0.71	0.64	0.70	0.77	0.72	0.50	0.75	0.57	0.79	0.51	0.92	0.61	0.73	0.68
Standard error		0.02	0.03	0.03	0.06	0.07	0.06	0.05	0.05	0.04	0.03	0.05	0.07	0.04	0.03	0.04	0.09	0.06	0.11	0.35	0.04	0.04	0.08

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Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?

Base: All respondents

			nder			Ag					SE					Voting In					2010 Vo	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	_C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	456	544	74	100	145	206	199	275	369	176	131	292	227	285	42	173	23	7	274	301	70
Weighted base	1000	495	505	101	159	187	194	161	197	178	254	226	311	213	265	47	189	24	9	268	260	89
I am satisfied with the job David Cameron is doing overall as Prime Minister	312 31%	157 32%	156 31%	38 38%	34 21%	66 35%	49 25%	52 32%	73 37%	63 36%	77 30%	75 33%	90 29%	137 64%	47 18%	13 29%	38 20%	5 22%	2 19%	128 48%	48 18%	19 5 21%
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	314 31%	145 29%	169 34%	36 36%	49 31%	58 31%	73 37%	46 28%	51 26%	62 35%	84 33%	79 35%	76 25%	71 34%	31 12%	22 46%	95 50%	5 20%	1 12%	115 43%	40 15%	38 43%
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.	293 29%	155 31%	138 27%	24 24%	61 38%	51 27%	59 30%	44 27%	54 27%	41 23%	81 32%	52 23%	113 36%	4 2%	178 67%	9 20%	31 17%	11 46%	3 36%	18 7%	156 60%	27 5 31%
Refused	21 2%	12 2%	9 2%	-	5 3%	-	3 1%	6 4%	7 4%	2 1%	4 2%	5 2%	8 3%	-	1 *	-	4 2%	-	3 34%	1 *	2 1%	3 4%
Don't know	59 6%	27 5%	32 6%	2 2%	10 6%	12 6%	11 5%	13 8%	12 6%	10 5%	8 3%	15 7%	23 7%	-	8 3%	2 5%	20 11%	3 11%	-	6 2%	14 6%	2 2%

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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	<u>Ge</u> Male	<u>nder</u> Female	18-24	25-34	<u>Ac</u> 35-44	<u>je</u> 45-54	55-64	65+	AB	SE C1	G C2	DE	Con	Lab	Voting In LibDem	itention UKIP	Green	Other	2 Con	2010 Vot Lab	<u>e</u> LibDem
Unweighted base	1000	456	544	74	100	145	206	199	275	369	176	131	292	227	285	42	173	23	7	274	301	70
Weighted base	1000	495	505	101	159	187	194	161	197	178	254	226	311	213	265	47	189	24	9	268	260	89
The Conservatives	133 13%	70 14%	63 12%	10 10%	29 18%	18 10%	23 12%	22 14%	31 16%	30 17%	41 16%	22 10%	37 12%	35 16%	35 13%	3 7%	18 9%	7 31%	5 53%	44 16%	34 13%	16 18%
Labour	96 10%	49 10%	47 9%	3 3%	15 10%	25 14%	17 9%	17 11%	18 9%	23 13%	27 11%	20 9%	27 9%	17 8%	28 11%	4 9%	29 15%	2 10%	1 6%	23 9%	33 13%	13 15%
The UK Independence Party (UKIP)	43 4%	28 6%	15 3%	5 5%	18 12%	4 2%	4 2%	8 5%	4 2%	10 5%	15 6%	5 2%	11 4%	7 3%	9 3%	1 3%	10 5%	3 13%	2 19%	5 2%	7 3%	10 11%
The Liberal Democrat	22 2%	11 2%	11 2%	4 4%	6 4%	5 3%	2 1%	2 1%	2 1%	4 2%	9 3%	2 1%	6 2%	7 3%	2 1%	1 1%	4 2%	-	-	6 2%	3 1%	1 1%
None of them	769 77%	378 76%	391 77%	88 87%	107 67%	144 77%	154 79%	124 77%	151 77%	126 71%	196 77%	184 81%	240 77%	162 76%	202 76%	34 73%	147 78%	16 66%	4 41%	204 76%	199 76%	61 68%
Don't know	12 1%	2 *	10 2%	-	5 3%	2 1%	2 1%	1 1%	1 1%	*	-	7 3%	3 1%	3 1%	2 1%	4 8%	-	-	-	1 *	1 *	-

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

	Gender			Age					SEG			Voting Intention					2010 Vote					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	<u>C1</u>	_C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	456	544	74	100	145	206	199	275	369	176	131	292	227	285	42	173	23	7	274	301	70
Weighted base	1000	495	505	101	159	187	194	161	197	178	254	226	311	213	265	47	189	24	9	268	260	89
A Labour government	367 37%	177 36%	190 38%	49 48%	60 38%	64 34%	71 37%	57 35%	66 34%	44 25%	94 37%	83 37%	136 44%	6 3%	224 85%	5 10%	54 29%	10 43%	1 6%	18 7%	201 77%	24 27%
A Conservative government	303 30%	154 31%	150 30%	26 26%	35 22%	62 33%	55 28%	51 32%	74 38%	74 42%	62 24%	70 31%	89 29%	175 82%	10 4%	1 1%	61 32%	3 11%	2 26%	190 71%	20 8%	6 7%
A coalition between the Conservatives and the Liberal Democrats	90 9%	51 10%	39 8%	7 6%	11 7%	25 14%	21 11%	12 8%	14 7%	18 10%	34 13%	11 5%	24 8%	30 14%	4 1%	20 43%	11 6%	3 14%	1 14%	30 11%	5 2%	24 27%
A coalition between Labour and the Liberal Democrats	86 9%	50 10%	36 7%	12 12%	20 13%	11 6%	19 10%	12 8%	13 6%	21 12%	30 12%	15 7%	20 6%	2 1%	25 9%	18 39%	16 8%	5 21%	1 15%	6 2%	18 7%	25 27%
Don't know	153 15%	63 13%	91 18%	8 8%	33 21%	25 13%	28 15%	28 18%	31 15%	20 11%	34 13%	47 21%	42 14%	-	2 1%	3 7%	47 25%	3 11%	4 38%	25 9%	16 6%	10 12%

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Absolutes/col percents

Table 14 Gender Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
Male	456 46%	495 50%
Female	544 54%	505 50%

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Absolutes/col percents

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Table 15 Into which of the following age groups do you fall? Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	74 7%	101 10%
25-34	100 10%	159 16%
35-44	145 15%	187 19%
45-54	206 21%	194 19%
55-64	199 20%	161 16%
65 or older	275 28%	197 20%
Refused	1 *	1 *

Absolutes/col percents

Table 16 SEG Base: All respondents

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
A	105 11%	50 5%
В	264 26%	128 13%
C1	176 18%	254 25%
C2	131 13%	226 23%
D	127 13%	159 16%
E	165 17%	152 15%
Refused	32 3%	32 3%

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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

	Unweighted base	Weighted base
Unweighted base	1000	1000
Weighted base	1000	1000
Conservative	274 27%	268 27%
Labour	301 30%	260 26%
Liberal Democrats	70 7%	89 9%
Another party	57 6%	36 4%
Did not vote	224 22%	277 28%
Refused	37 4%	29 3%
Don't know	37 4%	40 4%

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Absolutes/col percents