

Burnley Poll

CATI Fieldwork : 27th-30th October 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 | 479 | 522 | 58 | 119 | 131 | 174 | 218 | 298 | 278 | 224 | 154 | 297 | 123 | 272 | 58 | 170 | 22 | 13 | 136 | 248 | 196 | |
| Weighted base | 1001 | 492 | 509 | 115 | 163 | 172 | 176 | 163 | 208 | 122 | 250 | 226 | 356 | 102 | 261 | 54 | 188 | 23 | 23 | 99 | 189 | 194 | |
| Certain to vote | (10) | 477 | 240 | 237 | 24 | 55 | 81 | 78 | 100 | 137 | 72 | 126 | 99 | 160 | 55 | 138 | 37 | 120 | 13 | 4 | 68 | 127 | 132 |
| | | 48% | 49% | 47% | 21% | 33% | 47% | 44% | 61% | 66% | 59% | 50% | 44% | 45% | 54% | 53% | 70% | 64% | 57% | 16% | 69% | 67% | 68% |
| | (9) | 50 | 32 | 18 | 6 | 6 | 7 | 12 | 8 | 10 | 8 | 7 | 11 | 19 | 3 | 12 | 3 | 13 | 1 | 2 | 11 | 10 | 6 |
| | | 5% | 7% | 3% | 6% | 4% | 4% | 7% | 5% | 5% | 6% | 3% | 5% | 5% | 3% | 4% | 6% | 7% | 3% | 8% | 11% | 5% | 3% |
| | (8) | 89 | 36 | 53 | 11 | 26 | 15 | 10 | 10 | 17 | 9 | 18 | 20 | 36 | 13 | 28 | 5 | 17 | 3 | 4 | 7 | 17 | 22 |
| | | 9% | 7% | 10% | 10% | 16% | 9% | 5% | 6% | 8% | 7% | 7% | 9% | 10% | 13% | 11% | 9% | 9% | 11% | 18% | 7% | 9% | 11% |
| | (7) | 47 | 19 | 28 | 13 | 2 | 8 | 13 | 4 | 6 | 3 | 20 | 11 | 13 | 8 | 14 | 2 | 3 | 1 | 1 | 3 | 12 | 12 |
| | | 5% | 4% | 6% | 11% | 1% | 5% | 8% | 3% | 3% | 3% | 8% | 5% | 4% | 7% | 5% | 4% | 2% | 6% | 4% | 3% | 6% | 6% |
| | (6) | 41 | 15 | 26 | 6 | 6 | 9 | 10 | 4 | 5 | 2 | 6 | 15 | 16 | 9 | 10 | 1 | 4 | 3 | - | 3 | 5 | 4 |
| | | 4% | 3% | 5% | 5% | 4% | 5% | 6% | 3% | 3% | 2% | 2% | 7% | 5% | 9% | 4% | 2% | 2% | 13% | - | 3% | 3% | 2% |
| | (5) | 100 | 42 | 57 | 21 | 24 | 20 | 11 | 16 | 8 | 8 | 26 | 24 | 33 | 9 | 37 | 3 | 16 | - | 9 | 2 | 9 | 5 |
| | | 10% | 9% | 11% | 19% | 14% | 12% | 6% | 10% | 4% | 7% | 11% | 11% | 9% | 9% | 14% | 6% | 8% | - | 39% | 2% | 5% | 3% |
| | (4) | 26 | 16 | 10 | 1 | 12 | 4 | 5 | 4 | * | 2 | 6 | 8 | 8 | * | 9 | - | 1 | 2 | 4 | * | 1 | 2 |
| | | 3% | 3% | 2% | 1% | 8% | 2% | 3% | 2% | * | 2% | 2% | 4% | 2% | * | 3% | - | 1% | 9% | 16% | * | 1% | 1% |
| | (3) | 31 | 17 | 14 | 10 | 7 | 3 | 6 | 2 | 3 | 5 | 14 | 2 | 9 | 3 | 6 | 2 | 11 | * | - | * | 2 | 5 |
| | | 3% | 3% | 3% | 8% | 4% | 2% | 3% | 1% | 2% | 4% | 5% | 1% | 3% | 3% | 2% | 3% | 6% | 2% | - | * | 1% | 3% |
| | (2) | 17 | 7 | 10 | 3 | 4 | 4 | 2 | 2 | 2 | 2 | 3 | 9 | 3 | 1 | 8 | - | 3 | - | - | 1 | 2 | 1 |
| | | 2% | 1% | 2% | 3% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 4% | 1% | 1% | 3% | - | 2% | - | - | 1% | 1% | * |
| Definitely would not vote | (1) | 120 | 65 | 55 | 20 | 20 | 19 | 30 | 14 | 17 | 10 | 25 | 25 | 57 | - | - | - | - | - | - | 5 | 3 | 5 |
| | | 12% | 13% | 11% | 18% | 12% | 11% | 17% | 8% | 8% | 8% | 10% | 11% | 16% | - | - | - | - | - | - | 5% | 2% | 3% |
| Don't know | | 4 | 3 | 1 | - | 1 | 1 | - | - | 1 | 1 | - | - | 1 | - | - | - | - | - | - | - | 1 | - |
| | | * | 1% | * | - | 1% | 1% | - | - | 1% | 1% | - | - | * | - | - | - | - | - | - | - | * | - |
| Mean | | 7.38 | 7.38 | 7.38 | 5.87 | 6.65 | 7.37 | 7.05 | 8.10 | 8.46 | 8.05 | 7.47 | 7.21 | 7.15 | 8.40 | 8.13 | 9.00 | 8.63 | 8.39 | 6.56 | 8.95 | 8.85 | 8.84 |
| Standard deviation | | 3.22 | 3.31 | 3.14 | 3.20 | 3.22 | 3.17 | 3.44 | 2.94 | 2.79 | 3.02 | 3.15 | 3.20 | 3.37 | 2.08 | 2.41 | 1.86 | 2.28 | 2.20 | 2.21 | 2.22 | 2.08 | 2.17 |
| Standard error | | 0.10 | 0.15 | 0.14 | 0.42 | 0.30 | 0.28 | 0.26 | 0.20 | 0.16 | 0.18 | 0.21 | 0.26 | 0.20 | 0.19 | 0.15 | 0.24 | 0.17 | 0.47 | 0.61 | 0.19 | 0.13 | 0.16 |

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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 | 479 | 522 | 58 | 119 | 131 | 174 | 218 | 298 | 278 | 224 | 154 | 297 | 123 | 272 | 58 | 170 | 22 | 13 | 136 | 248 | 196 |
| Weighted base | 1001 | 492 | 509 | 115 | 163 | 172 | 176 | 163 | 208 | 122 | 250 | 226 | 356 | 102 | 261 | 54 | 188 | 23 | 23 | 99 | 189 | 194 |
| Conservative | 102 | 51 | 51 | 7 | 18 | 15 | 14 | 18 | 30 | 17 | 21 | 24 | 33 | 102 | - | - | - | - | - | 46 | 5 | 19 |
| | 10% | 10% | 10% | 6% | 11% | 9% | 8% | 11% | 14% | 14% | 9% | 11% | 9% | 100% | - | - | - | - | - | 47% | 2% | 10% |
| Labour | 261 | 118 | 143 | 42 | 46 | 48 | 40 | 37 | 48 | 28 | 77 | 47 | 103 | - | 261 | - | - | - | - | 3 | 120 | 41 |
| | 26% | 24% | 28% | 37% | 28% | 28% | 22% | 23% | 23% | 23% | 31% | 21% | 29% | - | 100% | - | - | - | - | 3% | 64% | 21% |
| Liberal Democrat | 54 | 23 | 30 | 4 | 7 | 4 | 9 | 9 | 20 | 7 | 15 | 10 | 20 | - | - | 54 | - | - | - | 1 | 6 | 39 |
| | 5% | 5% | 6% | 4% | 4% | 3% | 5% | 5% | 10% | 6% | 6% | 4% | 6% | - | - | 100% | - | - | - | 1% | 3% | 20% |
| The UK Independence Party (UKIP) | 188 | 111 | 78 | 6 | 25 | 40 | 36 | 39 | 43 | 24 | 36 | 55 | 66 | - | - | - | 188 | - | - | 23 | 25 | 33 |
| | 19% | 22% | 15% | 5% | 15% | 23% | 20% | 24% | 21% | 19% | 15% | 25% | 18% | - | - | - | 100% | - | - | 23% | 13% | 17% |
| The Green Party | 23 | 17 | 6 | 4 | 7 | 5 | 4 | 3 | 1 | 5 | 5 | 9 | 4 | - | - | - | - | 23 | - | - | 4 | 6 |
| | 2% | 3% | 1% | 3% | 4% | 3% | 2% | 2% | * | 4% | 2% | 4% | 1% | - | - | - | - | 100% | - | - | 2% | 3% |
| The British National Party (BNP) | 16 | 13 | 4 | 5 | 2 | 2 | 1 | 5 | - | * | - | 4 | 12 | - | - | - | - | - | 16 | - | 2 | - |
| | 2% | 3% | 1% | 5% | 1% | 1% | 1% | 3% | - | * | - | 2% | 3% | - | - | - | - | - | 71% | - | 1% | - |
| Some other party | 7 | 6 | 1 | 2 | 2 | - | 1 | 2 | - | - | 5 | - | 2 | - | - | - | - | - | 7 | - | 1 | - |
| | 1% | 1% | * | 2% | 1% | - | 1% | 1% | - | - | 2% | - | 1% | - | - | - | - | - | 29% | - | * | - |
| Would not vote | 120 | 65 | 55 | 20 | 20 | 19 | 30 | 14 | 17 | 10 | 25 | 25 | 57 | - | - | - | - | - | - | 5 | 3 | 5 |
| | 12% | 13% | 11% | 18% | 12% | 11% | 17% | 8% | 8% | 8% | 10% | 11% | 16% | - | - | - | - | - | - | 5% | 2% | 3% |
| Refused | 85 | 39 | 46 | 4 | 6 | 14 | 16 | 19 | 25 | 11 | 27 | 14 | 20 | - | - | - | - | - | - | 9 | 4 | 17 |
| | 8% | 8% | 9% | 4% | 3% | 8% | 9% | 11% | 12% | 9% | 11% | 6% | 6% | - | - | - | - | - | - | 10% | 2% | 9% |
| Don't know | 146 | 50 | 96 | 20 | 30 | 24 | 27 | 19 | 24 | 19 | 39 | 36 | 40 | - | - | - | - | - | - | 11 | 20 | 34 |
| | 15% | 10% | 19% | 17% | 18% | 14% | 15% | 12% | 12% | 16% | 16% | 16% | 11% | - | - | - | - | - | - | 12% | 11% | 18% |

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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 | 464 | 232 | 232 | 16 | 48 | 56 | 71 | 110 | 163 | 138 | 101 | 66 | 146 | 88 | 186 | 45 | 124 | 15 | 6 | 83 | 168 | 116 |
| Weighted base | 431 | 222 | 209 | 30 | 65 | 74 | 68 | 82 | 112 | 58 | 107 | 94 | 159 | 67 | 165 | 41 | 134 | 15 | 9 | 60 | 124 | 108 |
| Conservative | 67 | 31 | 36 | 3 | 11 | 9 | 9 | 14 | 22 | 12 | 14 | 15 | 22 | 67 | - | - | - | - | - | 37 | 3 | 14 |
| | 16% | 14% | 17% | 11% | 17% | 12% | 13% | 17% | 20% | 21% | 13% | 16% | 14% | 100% | - | - | - | - | - | 61% | 2% | 13% |
| Labour | 165 | 77 | 87 | 19 | 28 | 29 | 25 | 25 | 39 | 18 | 48 | 27 | 68 | - | 165 | - | - | - | - | 3 | 93 | 29 |
| | 38% | 35% | 42% | 63% | 43% | 39% | 36% | 31% | 35% | 30% | 45% | 29% | 43% | - | 100% | - | - | - | - | 5% | 75% | 27% |
| Liberal Democrat | 41 | 19 | 22 | 4 | 5 | 2 | 7 | 6 | 16 | 6 | 11 | 9 | 14 | - | - | 41 | - | - | - | 1 | 5 | 31 |
| | 9% | 8% | 11% | 13% | 7% | 3% | 10% | 7% | 15% | 10% | 11% | 9% | 9% | - | - | 100% | - | - | - | 1% | 4% | 29% |
| The UK Independence Party (UKIP) | 134 | 77 | 57 | 1 | 14 | 30 | 25 | 31 | 34 | 18 | 28 | 37 | 47 | - | - | - | 134 | - | - | 20 | 19 | 29 |
| | 31% | 35% | 27% | 2% | 21% | 40% | 37% | 38% | 30% | 31% | 26% | 39% | 30% | - | - | - | 100% | - | - | 33% | 15% | 26% |
| The Green Party | 15 | 11 | 5 | 1 | 6 | 3 | 2 | 3 | 1 | 4 | 4 | 5 | 3 | - | - | - | - | 15 | - | - | 3 | 5 |
| | 4% | 5% | 2% | 4% | 9% | 4% | 3% | 3% | 1% | 7% | 3% | 5% | 2% | - | - | - | - | 100% | - | - | 3% | 5% |
| The British National Party (BNP) | 7 | 5 | 2 | 1 | 1 | 2 | * | 3 | - | * | - | 2 | 5 | - | - | - | - | - | 7 | - | 1 | - |
| | 2% | 2% | 1% | 2% | 2% | 2% | * | 4% | - | 1% | - | 2% | 3% | - | - | - | - | - | 78% | - | * | - |
| Some other party | 2 | 2 | * | 1 | * | - | * | * | - | - | 2 | - | * | - | - | - | - | - | 2 | - | * | - |
| | * | 1% | * | 4% | * | - | 1% | * | - | - | 2% | - | * | - | - | - | - | - | 22% | - | * | - |

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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 | 16% |
| Labour | 38% |
| Liberal Democrat | 12% |
| UKIP | 29% |
| Green | 3% |
| Other | 2% |

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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 | 479 | 522 | 58 | 119 | 131 | 174 | 218 | 298 | 278 | 224 | 154 | 297 | 123 | 272 | 58 | 170 | 22 | 13 | 136 | 248 | 196 |
| Weighted base | 1001 | 492 | 509 | 115 | 163 | 172 | 176 | 163 | 208 | 122 | 250 | 226 | 356 | 102 | 261 | 54 | 188 | 23 | 23 | 99 | 189 | 194 |
| Conservative | 72 7% | 36 7% | 37 7% | 3 2% | 12 7% | 15 9% | 13 7% | 11 7% | 19 9% | 12 10% | 18 7% | 16 7% | 22 6% | 54 53% | 3 1% | - - | 5 3% | * 1% | 2 8% | 34 34% | 4 2% | 10 5% |
| Labour | 274 27% | 131 27% | 143 28% | 41 36% | 53 32% | 46 26% | 43 24% | 38 24% | 52 25% | 31 26% | 79 32% | 56 25% | 101 28% | 2 2% | 219 84% | 7 13% | 11 6% | 7 30% | 2 9% | 9 9% | 122 65% | 36 19% |
| Liberal Democrat | 140 14% | 53 11% | 87 17% | 6 5% | 20 13% | 16 9% | 23 13% | 26 16% | 49 23% | 21 17% | 40 16% | 20 9% | 55 16% | 29 28% | 16 6% | 43 80% | 18 10% | - - | 2 7% | 12 12% | 13 7% | 81 42% |
| The UK Independence Party (UKIP) | 179 18% | 104 21% | 75 15% | 6 5% | 26 16% | 45 26% | 34 19% | 33 20% | 36 17% | 22 18% | 33 13% | 59 26% | 60 17% | 7 6% | 5 2% | 2 3% | 151 80% | - - | 3 13% | 27 27% | 24 13% | 23 12% |
| The Green Party | 19 2% | 13 3% | 6 1% | 4 3% | 3 2% | 5 3% | 3 2% | 3 2% | 1 * | 4 3% | 3 1% | 6 3% | 4 1% | 1 1% | 1 * | - - | - - | 16 69% | - - | 1 1% | 2 1% | 6 3% |
| The British National Party (BNP) | 13 1% | 9 2% | 4 1% | 5 5% | 1 * | * * | - - | 6 4% | * * | 1 1% | 1 * | 2 1% | 9 2% | 1 1% | * * | - - | 1 * | - - | 11 50% | - - | 1 * | - - |
| Some other party | 9 1% | 7 1% | 1 * | 5 4% | 1 1% | * * | 1 1% | - - | 1 1% | 2 1% | 4 2% | 3 1% | - - | 1 1% | 3 1% | - - | - - | - - | 1 4% | 1 1% | 1 1% | - - |
| Would not vote | 120 12% | 65 13% | 55 11% | 20 18% | 20 12% | 19 11% | 30 17% | 14 8% | 17 8% | 10 8% | 25 10% | 25 11% | 57 16% | - - | - - | - - | - - | - - | - - | 5 5% | 3 2% | 5 3% |
| Refused | 48 5% | 29 6% | 19 4% | 4 4% | 3 2% | 7 4% | 9 5% | 14 9% | 10 5% | 8 6% | 12 5% | 7 3% | 11 3% | - - | 1 * | - - | - - | - - | 2 9% | 2 2% | 2 1% | 6 3% |
| Don't know | 128 13% | 46 9% | 82 16% | 21 18% | 24 15% | 19 11% | 20 12% | 18 11% | 24 12% | 11 9% | 36 14% | 32 14% | 37 10% | 8 8% | 13 5% | 3 5% | 3 2% | - - | - - | 8 9% | 17 9% | 27 14% |

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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 | 508 | 247 | 261 | 17 | 52 | 64 | 82 | 120 | 173 | 155 | 113 | 72 | 154 | 84 | 178 | 44 | 122 | 15 | 5 | 93 | 173 | 130 |
| Weighted base | 469 | 235 | 234 | 30 | 70 | 82 | 77 | 87 | 122 | 66 | 119 | 102 | 168 | 63 | 157 | 40 | 132 | 15 | 8 | 68 | 128 | 124 |
| Conservative | 47 | 23 | 24 | 1 | 7 | 9 | 8 | 10 | 13 | 10 | 11 | 10 | 13 | 36 | 1 | - | 5 | * | * | 27 | 3 | 7 |
| | 10% | 10% | 10% | 3% | 10% | 11% | 10% | 11% | 11% | 14% | 9% | 10% | 8% | 57% | 1% | - | 4% | 1% | 1% | 40% | 2% | 5% |
| Labour | 177 | 90 | 87 | 22 | 33 | 28 | 26 | 27 | 39 | 20 | 51 | 34 | 67 | 1 | 141 | 5 | 7 | 6 | 1 | 7 | 95 | 28 |
| | 38% | 38% | 37% | 72% | 47% | 35% | 34% | 32% | 32% | 30% | 43% | 34% | 40% | 2% | 89% | 14% | 5% | 40% | 18% | 10% | 75% | 23% |
| Liberal Democrat | 103 | 40 | 63 | 2 | 13 | 11 | 18 | 19 | 40 | 16 | 29 | 14 | 41 | 21 | 10 | 33 | 14 | - | * | 10 | 10 | 65 |
| | 22% | 17% | 27% | 6% | 19% | 13% | 24% | 22% | 33% | 24% | 24% | 14% | 24% | 33% | 7% | 84% | 10% | - | 1% | 14% | 8% | 52% |
| The UK Independence Party (UKIP) | 122 | 69 | 53 | 1 | 15 | 30 | 22 | 25 | 29 | 17 | 23 | 40 | 40 | 4 | 3 | 1 | 106 | - | 2 | 23 | 17 | 19 |
| | 26% | 29% | 23% | 2% | 22% | 37% | 29% | 29% | 24% | 25% | 20% | 39% | 24% | 6% | 2% | 2% | 81% | - | 20% | 34% | 13% | 16% |
| The Green Party | 10 | 5 | 4 | 1 | 1 | 3 | 2 | 2 | 1 | 3 | 2 | 1 | 3 | * | * | - | - | 9 | - | * | 1 | 5 |
| | 2% | 2% | 2% | 4% | 2% | 3% | 2% | 2% | 1% | 5% | 2% | 1% | 2% | * | * | - | - | 59% | - | * | 1% | 4% |
| The British National Party (BNP) | 5 | 3 | 2 | 1 | * | * | - | 4 | * | 1 | 1 | * | 3 | 1 | * | - | * | - | 4 | - | 1 | - |
| | 1% | 1% | 1% | 2% | * | * | - | 4% | * | 1% | 1% | * | 2% | 1% | * | - | * | - | 54% | - | * | - |
| Some other party | 5 | 5 | 1 | 3 | * | * | * | - | 1 | 1 | 2 | 2 | - | * | 1 | - | - | - | * | 1 | 1 | - |
| | 1% | 2% | * | 11% | 1% | * | * | - | 1% | 1% | 2% | 2% | - | 1% | 1% | - | - | - | 5% | 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 | 11% |
| Labour | 38% |
| Liberal Democrat | 23% |
| UKIP | 25% |
| Green | 2% |
| Other | 2% |

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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 | 479 | 522 | 58 | 119 | 131 | 174 | 218 | 298 | 278 | 224 | 154 | 297 | 123 | 272 | 58 | 170 | 22 | 13 | 136 | 248 | 196 |
| Weighted base | 1001 | 492 | 509 | 115 | 163 | 172 | 176 | 163 | 208 | 122 | 250 | 226 | 356 | 102 | 261 | 54 | 188 | 23 | 23 | 99 | 189 | 194 |
| I would not vote Conservative | 575 57% | 287 58% | 289 57% | 72 62% | 93 57% | 103 60% | 103 58% | 98 60% | 107 51% | 57 47% | 142 57% | 132 58% | 224 63% | - - | 202 77% | 30 56% | 127 67% | 21 89% | 17 76% | 20 21% | 155 82% | 112 58% |
| I would not vote Liberal Democrat | 535 53% | 304 62% | 231 45% | 59 51% | 82 50% | 103 60% | 102 58% | 87 53% | 103 49% | 54 45% | 122 49% | 135 60% | 205 58% | 52 51% | 160 61% | - - | 130 69% | 17 73% | 17 75% | 65 66% | 122 64% | 68 35% |
| I would not vote UKIP | 487 49% | 236 48% | 251 49% | 72 62% | 81 50% | 77 45% | 83 47% | 77 47% | 97 47% | 67 55% | 131 52% | 101 44% | 171 48% | 55 54% | 206 79% | 37 69% | - - | 20 87% | 10 42% | 40 41% | 120 64% | 107 55% |
| I would not vote Labour | 409 41% | 221 45% | 188 37% | 28 25% | 60 37% | 69 40% | 75 43% | 77 47% | 100 48% | 49 40% | 83 33% | 109 48% | 153 43% | 74 73% | - - | 32 59% | 134 71% | 12 50% | 15 66% | 76 77% | 22 11% | 89 46% |
| None of these - I would potentially vote for all of them | 111 11% | 51 10% | 60 12% | 13 11% | 21 13% | 17 10% | 23 13% | 15 9% | 19 9% | 18 15% | 22 9% | 22 10% | 34 10% | 10 10% | 19 7% | 4 7% | 10 5% | 2 8% | 2 8% | 7 7% | 12 6% | 16 8% |
| Don't know | 24 2% | 5 1% | 19 4% | 5 4% | 7 4% | - - | 2 1% | 5 3% | 5 2% | - - | 8 3% | 3 1% | 9 3% | - - | - - | - - | 1 1% | - - | - - | - - | - - | - - |

Burnley Poll

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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 | 479 | 522 | 58 | 119 | 131 | 174 | 218 | 298 | 278 | 224 | 154 | 297 | 123 | 272 | 58 | 170 | 22 | 13 | 136 | 248 | 196 | |
| Weighted base | 1001 | 492 | 509 | 115 | 163 | 172 | 176 | 163 | 208 | 122 | 250 | 226 | 356 | 102 | 261 | 54 | 188 | 23 | 23 | 99 | 189 | 194 | |
| NET: Well | 485 | 276 | 209 | 53 | 77 | 72 | 87 | 76 | 116 | 66 | 128 | 110 | 165 | 83 | 124 | 34 | 82 | 12 | 3 | 64 | 87 | 114 | |
| | 48% | 56% | 41% | 46% | 47% | 42% | 50% | 47% | 56% | 54% | 51% | 49% | 46% | 82% | 47% | 64% | 44% | 52% | 12% | 65% | 46% | 59% | |
| Very well | (4) | 42 | 28 | 14 | 5 | 7 | 4 | 14 | 3 | 10 | 3 | 13 | 5 | 16 | 10 | 9 | 2 | 11 | - | - | 6 | 9 | 7 |
| | 4% | 6% | 3% | 4% | 4% | 2% | 8% | 2% | 5% | 3% | 5% | 2% | 5% | 10% | 3% | 3% | 6% | - | - | 6% | 5% | 3% | |
| Quite well | (3) | 442 | 247 | 195 | 48 | 70 | 68 | 73 | 73 | 107 | 63 | 115 | 105 | 149 | 73 | 115 | 32 | 71 | 12 | 3 | 58 | 79 | 107 |
| | 44% | 50% | 38% | 42% | 43% | 40% | 42% | 45% | 51% | 52% | 46% | 46% | 42% | 72% | 44% | 61% | 38% | 52% | 12% | 59% | 42% | 55% | |
| Quite badly | (2) | 377 | 157 | 220 | 49 | 59 | 81 | 67 | 63 | 57 | 45 | 100 | 83 | 129 | 15 | 110 | 11 | 81 | 11 | 15 | 25 | 73 | 73 |
| | 38% | 32% | 43% | 43% | 36% | 47% | 38% | 39% | 27% | 37% | 40% | 37% | 36% | 15% | 42% | 20% | 43% | 45% | 65% | 26% | 39% | 38% | |
| Very badly | (1) | 98 | 45 | 52 | 8 | 21 | 13 | 16 | 19 | 21 | 6 | 14 | 23 | 49 | 3 | 18 | 2 | 20 | - | 5 | 9 | 16 | 3 |
| | 10% | 9% | 10% | 7% | 13% | 8% | 9% | 11% | 10% | 5% | 6% | 10% | 14% | 3% | 7% | 4% | 10% | - | 23% | 9% | 9% | 1% | |
| NET: Badly | 474 | 202 | 273 | 57 | 80 | 94 | 83 | 82 | 78 | 51 | 114 | 106 | 178 | 19 | 129 | 13 | 101 | 11 | 20 | 35 | 89 | 76 | |
| | 47% | 41% | 54% | 49% | 49% | 55% | 47% | 50% | 37% | 42% | 46% | 47% | 50% | 18% | 49% | 25% | 54% | 45% | 88% | 35% | 47% | 39% | |
| Don't know | 42 | 15 | 27 | 5 | 6 | 5 | 5 | 5 | 14 | 5 | 8 | 11 | 13 | - | 8 | 6 | 5 | 1 | - | * | 12 | 4 | |
| | 4% | 3% | 5% | 4% | 4% | 3% | 3% | 3% | 7% | 4% | 3% | 5% | 4% | - | 3% | 11% | 3% | 3% | - | * | 7% | 2% | |
| Mean | 2.45 | 2.54 | 2.35 | 2.46 | 2.40 | 2.37 | 2.50 | 2.38 | 2.54 | 2.54 | 2.52 | 2.43 | 2.39 | 2.88 | 2.45 | 2.71 | 2.40 | 2.53 | 1.89 | 2.61 | 2.45 | 2.62 | |
| Standard deviation | 0.73 | 0.75 | 0.71 | 0.70 | 0.78 | 0.66 | 0.78 | 0.72 | 0.75 | 0.64 | 0.69 | 0.71 | 0.79 | 0.61 | 0.68 | 0.63 | 0.76 | 0.51 | 0.59 | 0.73 | 0.73 | 0.58 | |
| Standard error | 0.02 | 0.03 | 0.03 | 0.09 | 0.07 | 0.06 | 0.06 | 0.05 | 0.05 | 0.04 | 0.05 | 0.06 | 0.05 | 0.05 | 0.04 | 0.09 | 0.06 | 0.12 | 0.16 | 0.06 | 0.05 | 0.04 | |

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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 | 479 | 522 | 58 | 119 | 131 | 174 | 218 | 298 | 278 | 224 | 154 | 297 | 123 | 272 | 58 | 170 | 22 | 13 | 136 | 248 | 196 | |
| Weighted base | 1001 | 492 | 509 | 115 | 163 | 172 | 176 | 163 | 208 | 122 | 250 | 226 | 356 | 102 | 261 | 54 | 188 | 23 | 23 | 99 | 189 | 194 | |
| NET: Well | 558 | 301 | 257 | 82 | 90 | 75 | 88 | 88 | 135 | 76 | 151 | 133 | 173 | 85 | 146 | 37 | 85 | 17 | 4 | 65 | 100 | 119 | |
| | 56% | 61% | 50% | 71% | 55% | 44% | 50% | 54% | 65% | 63% | 61% | 59% | 49% | 84% | 56% | 68% | 45% | 74% | 16% | 66% | 53% | 61% | |
| Very well | (4) | 52 | 27 | 25 | 8 | 6 | 2 | 14 | 7 | 15 | 9 | 14 | 7 | 18 | 11 | 12 | 1 | 7 | 1 | 1 | 9 | 11 | 7 |
| | 5% | 6% | 5% | 7% | 4% | 1% | 8% | 4% | 7% | 7% | 6% | 3% | 5% | 11% | 5% | 2% | 4% | 4% | 4% | 9% | 6% | 3% | |
| Quite well | (3) | 505 | 274 | 232 | 74 | 84 | 73 | 74 | 81 | 119 | 68 | 137 | 125 | 155 | 75 | 134 | 35 | 78 | 16 | 3 | 56 | 89 | 112 |
| | 50% | 56% | 46% | 65% | 52% | 42% | 42% | 49% | 57% | 56% | 55% | 55% | 44% | 73% | 51% | 66% | 41% | 70% | 12% | 57% | 47% | 58% | |
| Quite badly | (2) | 300 | 132 | 168 | 28 | 43 | 73 | 59 | 50 | 45 | 37 | 71 | 58 | 124 | 10 | 89 | 10 | 77 | 6 | 13 | 19 | 62 | 54 |
| | 30% | 27% | 33% | 24% | 27% | 43% | 33% | 31% | 22% | 30% | 29% | 26% | 35% | 10% | 34% | 18% | 41% | 26% | 56% | 19% | 33% | 28% | |
| Very badly | (1) | 100 | 48 | 52 | 3 | 24 | 18 | 21 | 22 | 12 | 5 | 19 | 27 | 43 | 1 | 15 | 5 | 22 | - | 6 | 10 | 15 | 15 |
| | 10% | 10% | 10% | 3% | 14% | 11% | 12% | 14% | 6% | 4% | 8% | 12% | 12% | 1% | 6% | 10% | 12% | - | 28% | 10% | 8% | 8% | |
| NET: Badly | 400 | 180 | 220 | 31 | 67 | 91 | 79 | 73 | 58 | 42 | 90 | 85 | 167 | 11 | 104 | 15 | 99 | 6 | 19 | 29 | 77 | 70 | |
| | 40% | 37% | 43% | 27% | 41% | 53% | 45% | 44% | 28% | 34% | 36% | 38% | 47% | 11% | 40% | 28% | 53% | 26% | 84% | 30% | 41% | 36% | |
| Don't know | 43 | 11 | 32 | 2 | 6 | 5 | 9 | 3 | 16 | 4 | 8 | 8 | 16 | 5 | 10 | 2 | 4 | - | - | 4 | 12 | 5 | |
| | 4% | 2% | 6% | 2% | 4% | 3% | 5% | 2% | 8% | 3% | 3% | 4% | 4% | 5% | 4% | 4% | 2% | - | - | 4% | 6% | 3% | |
| Mean | 2.53 | 2.58 | 2.48 | 2.76 | 2.46 | 2.36 | 2.49 | 2.46 | 2.72 | 2.68 | 2.61 | 2.52 | 2.44 | 2.98 | 2.57 | 2.63 | 2.38 | 2.78 | 1.91 | 2.68 | 2.54 | 2.58 | |
| Standard deviation | 0.75 | 0.75 | 0.76 | 0.61 | 0.79 | 0.69 | 0.82 | 0.79 | 0.70 | 0.67 | 0.71 | 0.75 | 0.78 | 0.52 | 0.68 | 0.70 | 0.75 | 0.51 | 0.76 | 0.80 | 0.74 | 0.69 | |
| Standard error | 0.02 | 0.03 | 0.03 | 0.08 | 0.07 | 0.06 | 0.06 | 0.05 | 0.04 | 0.04 | 0.05 | 0.06 | 0.05 | 0.05 | 0.04 | 0.09 | 0.06 | 0.11 | 0.21 | 0.07 | 0.05 | 0.05 | |

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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 | 1001 | 479 | 522 | 58 | 119 | 131 | 174 | 218 | 298 | 278 | 224 | 154 | 297 | 123 | 272 | 58 | 170 | 22 | 13 | 136 | 248 | 196 |
| Weighted base | 1001 | 492 | 509 | 115 | 163 | 172 | 176 | 163 | 208 | 122 | 250 | 226 | 356 | 102 | 261 | 54 | 188 | 23 | 23 | 99 | 189 | 194 |
| I am satisfied with the job David Cameron is doing overall as Prime Minister | 230 23% | 127 26% | 103 20% | 22 20% | 40 25% | 34 20% | 30 17% | 42 26% | 61 29% | 36 30% | 54 21% | 54 24% | 74 21% | 70 69% | 41 16% | 21 38% | 35 19% | * 1% | 2 8% | 46 47% | 38 20% | 56 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 | 312 31% | 169 34% | 143 28% | 46 40% | 49 30% | 56 33% | 53 30% | 46 28% | 60 29% | 36 30% | 79 32% | 75 33% | 112 31% | 30 29% | 41 16% | 16 30% | 87 46% | 9 40% | 14 61% | 42 43% | 22 12% | 65 34% |
| I am dissatisfied with the job that David Cameron is doing overall as Prime Minister - AND I'd prefer to have Ed Miliband as Prime Minister instead. | 296 30% | 125 25% | 171 34% | 38 33% | 47 29% | 63 36% | 58 33% | 41 25% | 49 23% | 31 25% | 74 30% | 64 28% | 120 34% | * * | 168 64% | 10 19% | 43 23% | 12 51% | 3 15% | 7 7% | 109 58% | 58 30% |
| Refused | 37 4% | 25 5% | 13 2% | - - | 6 4% | 4 2% | 8 4% | 12 8% | 7 3% | 4 3% | 7 3% | 8 4% | 11 3% | 1 1% | - - | - - | 4 2% | 1 3% | 2 9% | 1 1% | - - | 2 1% |
| Don't know | 126 13% | 47 10% | 79 16% | 9 8% | 21 13% | 15 9% | 27 15% | 21 13% | 32 16% | 14 12% | 35 14% | 24 11% | 39 11% | 1 1% | 11 4% | 7 13% | 19 10% | 1 6% | 2 7% | 3 3% | 20 10% | 13 7% |

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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 | 1001 | 479 | 522 | 58 | 119 | 131 | 174 | 218 | 298 | 278 | 224 | 154 | 297 | 123 | 272 | 58 | 170 | 22 | 13 | 136 | 248 | 196 |
| Weighted base | 1001 | 492 | 509 | 115 | 163 | 172 | 176 | 163 | 208 | 122 | 250 | 226 | 356 | 102 | 261 | 54 | 188 | 23 | 23 | 99 | 189 | 194 |
| Labour | 122 12% | 69 14% | 53 10% | 19 17% | 23 14% | 18 10% | 26 14% | 13 8% | 24 12% | 15 12% | 30 12% | 21 9% | 48 13% | 7 7% | 62 24% | 3 6% | 16 8% | - - | 2 8% | 7 7% | 39 20% | 26 13% |
| The Liberal Democrat | 105 10% | 61 12% | 43 8% | 8 7% | 16 10% | 20 12% | 19 11% | 14 9% | 27 13% | 17 14% | 24 10% | 13 6% | 46 13% | 11 11% | 28 11% | 10 20% | 17 9% | * 2% | 4 18% | 8 8% | 15 8% | 32 16% |
| The UK Independence Party (UKIP) | 70 7% | 46 9% | 24 5% | 8 7% | 17 10% | 15 9% | 7 4% | 10 6% | 13 6% | 13 10% | 16 6% | 15 7% | 22 6% | 4 4% | 10 4% | - - | 28 15% | 1 3% | - - | 4 4% | 8 4% | 15 8% |
| The Conservatives | 37 4% | 23 5% | 14 3% | 5 4% | 11 7% | 4 2% | 8 5% | 4 3% | 5 2% | 4 3% | 5 2% | 8 4% | 12 3% | 5 5% | 13 5% | 1 1% | 5 3% | - - | - - | 6 6% | 8 4% | 2 1% |
| None of them | 768 77% | 364 74% | 405 80% | 89 77% | 121 74% | 132 77% | 129 73% | 133 82% | 162 78% | 88 73% | 193 77% | 182 80% | 272 76% | 85 84% | 173 66% | 41 77% | 146 78% | 22 96% | 19 82% | 82 83% | 135 72% | 135 70% |
| Don't know | 5 * | 1 * | 4 1% | 1 1% | 3 2% | 1 * | - - | - - | 1 * | 1 1% | 1 * | 2 1% | 1 * | - - | 3 1% | - - | - - | - - | - - | 2 2% | 1 1% | - - |

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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 | 1001 | 479 | 522 | 58 | 119 | 131 | 174 | 218 | 298 | 278 | 224 | 154 | 297 | 123 | 272 | 58 | 170 | 22 | 13 | 136 | 248 | 196 | |
| Weighted base | 1001 | 492 | 509 | 115 | 163 | 172 | 176 | 163 | 208 | 122 | 250 | 226 | 356 | 102 | 261 | 54 | 188 | 23 | 23 | 99 | 189 | 194 | |
| A Labour government | 341 | 160 | 182 | 58 | 53 | 59 | 65 | 49 | 57 | 34 | 86 | 70 | 141 | 4 | 188 | 6 | 33 | 14 | 11 | 8 | 130 | 40 | |
| | | 34% | 32% | 36% | 51% | 32% | 34% | 37% | 30% | 27% | 28% | 34% | 31% | 40% | 4% | 72% | 11% | 17% | 62% | 50% | 8% | 69% | 21% |
| A Conservative government | 200 | 112 | 88 | 13 | 29 | 22 | 36 | 37 | 62 | 27 | 48 | 48 | 69 | 84 | 2 | 8 | 52 | 1 | 3 | 69 | 9 | 43 | |
| | | 20% | 23% | 17% | 12% | 18% | 13% | 21% | 23% | 30% | 22% | 19% | 21% | 19% | 82% | 1% | 15% | 27% | 3% | 14% | 70% | 5% | 22% |
| A coalition between Labour and the Liberal Democrats | 147 | 70 | 77 | 16 | 30 | 36 | 22 | 22 | 20 | 22 | 47 | 30 | 42 | * | 57 | 12 | 28 | 7 | - | 3 | 29 | 43 | |
| | | 15% | 14% | 15% | 14% | 18% | 21% | 13% | 14% | 9% | 18% | 19% | 13% | 12% | * | 22% | 23% | 15% | 32% | - | 3% | 15% | 22% |
| A coalition between the Conservatives and the Liberal Democrats | 101 | 50 | 50 | 6 | 17 | 12 | 19 | 19 | 26 | 15 | 29 | 26 | 31 | 11 | 2 | 21 | 29 | - | 2 | 13 | 6 | 45 | |
| | | 10% | 10% | 10% | 5% | 10% | 7% | 11% | 12% | 13% | 12% | 11% | 9% | 11% | 1% | 40% | 15% | - | 8% | 13% | 3% | 23% | |
| Don't know | 213 | 100 | 112 | 21 | 34 | 42 | 33 | 36 | 44 | 23 | 40 | 52 | 73 | 2 | 12 | 6 | 47 | 1 | 6 | 6 | 15 | 23 | |
| | | 21% | 20% | 22% | 18% | 21% | 25% | 19% | 22% | 21% | 19% | 16% | 23% | 20% | 2% | 5% | 11% | 25% | 3% | 28% | 6% | 8% | 12% |

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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 | 479 48% | 492 49% |
| Female | 522 52% | 509 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 | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| 18-24 | 58 6% | 115 11% |
| 25-34 | 119 12% | 163 16% |
| 35-44 | 131 13% | 172 17% |
| 45-54 | 174 17% | 176 18% |
| 55-64 | 218 22% | 163 16% |
| 65 or older | 298 30% | 208 21% |
| 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 | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| A | 76 8% | 31 3% |
| B | 202 20% | 91 9% |
| C1 | 224 22% | 250 25% |
| C2 | 154 15% | 226 23% |
| D | 128 13% | 177 18% |
| E | 169 17% | 178 18% |
| Refused | 48 5% | 48 5% |

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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 | 1001 | 1001 |
| Weighted base | 1001 | 1001 |
| Conservative | 136 14% | 99 10% |
| Labour | 248 25% | 189 19% |
| Liberal Democrats | 196 20% | 194 19% |
| Another party | 43 4% | 82 8% |
| Did not vote | 274 27% | 340 34% |
| Refused | 56 6% | 42 4% |
| Don't know | 48 5% | 56 6% |