

Cheltenham Poll

CATI Fieldwork : 27th October - 1st November 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	466	534	65	110	141	178	192	310	432	211	114	185	294	97	165	123	56	5	292	72	273	
Weighted base	1000	489	511	139	193	170	162	130	202	278	324	150	190	271	95	163	122	73	4	246	39	289	
Certain to vote	(10)	522	263	259	40	71	77	104	91	136	181	154	72	86	182	50	106	60	30	3	184	25	200
		52%	54%	51%	29%	37%	45%	64%	70%	67%	65%	48%	48%	46%	67%	53%	65%	49%	42%	68%	75%	64%	69%
	(9)	74	50	24	9	19	16	8	8	13	22	27	8	15	22	10	18	7	7	-	16	1	28
		7%	10%	5%	7%	10%	9%	5%	6%	6%	8%	8%	6%	8%	8%	11%	11%	6%	9%	-	6%	3%	10%
	(8)	84	29	55	14	18	18	13	9	12	25	33	11	14	19	5	16	13	13	1	19	5	28
		8%	6%	11%	10%	9%	10%	8%	7%	6%	9%	10%	8%	7%	7%	5%	10%	10%	17%	19%	8%	12%	10%
	(7)	55	33	22	9	19	10	7	2	8	8	23	12	11	19	10	3	11	3	1	8	2	13
		5%	7%	4%	6%	10%	6%	5%	1%	4%	3%	7%	8%	6%	7%	11%	2%	9%	4%	13%	3%	6%	4%
	(6)	24	14	10	9	5	5	1	2	3	4	9	7	5	3	*	2	4	2	-	3	*	4
		2%	3%	2%	6%	2%	3%	1%	1%	1%	1%	3%	4%	2%	1%	*	1%	3%	3%	-	1%	1%	1%
	(5)	75	29	47	11	12	23	9	9	12	15	17	11	17	21	7	8	14	6	-	12	1	10
		8%	6%	9%	8%	6%	13%	5%	7%	6%	5%	5%	8%	9%	8%	7%	5%	12%	8%	-	5%	2%	3%
	(4)	16	6	10	6	3	1	5	1	*	5	6	1	1	2	1	3	1	6	-	2	-	1
		2%	1%	2%	4%	2%	*	3%	*	*	2%	2%	1%	1%	1%	1%	2%	1%	9%	-	1%	-	*
	(3)	39	19	20	15	15	4	3	2	1	4	11	9	12	1	10	6	5	4	-	-	3	3
		4%	4%	4%	11%	8%	2%	2%	1%	*	2%	3%	6%	7%	*	11%	3%	4%	6%	-	-	6%	1%
	(2)	25	12	13	11	9	2	1	1	2	6	12	2	2	2	2	1	7	1	-	-	2	1
		2%	2%	2%	8%	5%	1%	*	1%	1%	2%	4%	1%	1%	1%	2%	*	6%	2%	-	-	4%	*
Definitely would not vote	(1)	81	34	47	15	21	15	10	8	12	8	30	15	25	-	-	-	-	-	-	1	*	3
		8%	7%	9%	11%	11%	9%	6%	6%	6%	3%	9%	10%	13%	-	-	-	-	-	-	*	1%	1%
Refused		1	-	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	-	-	-	-
Don't know		3	-	3	-	-	-	-	3	-	-	1	1	-	-	-	-	-	-	-	2	*	-
		*	-	1%	-	-	-	-	2%	-	-	1%	1%	-	-	-	-	-	-	-	1%	1%	-
Mean		7.81	8.00	7.63	6.29	7.00	7.64	8.42	8.69	8.70	8.66	7.63	7.48	7.28	9.02	8.16	8.96	7.93	7.83	9.23	9.32	8.57	9.16
Standard deviation		3.02	2.91	3.11	3.29	3.27	2.96	2.70	2.57	2.51	2.41	3.10	3.14	3.33	1.74	2.54	1.90	2.58	2.49	1.32	1.47	2.52	1.67
Standard error		0.10	0.13	0.14	0.41	0.31	0.25	0.20	0.19	0.14	0.12	0.21	0.30	0.25	0.10	0.26	0.15	0.23	0.33	0.59	0.09	0.30	0.10

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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	466	534	65	110	141	178	192	310	432	211	114	185	294	97	165	123	56	5	292	72	273
Weighted base	1000	489	511	139	193	170	162	130	202	278	324	150	190	271	95	163	122	73	4	246	39	289
Conservative	271	138	133	26	44	50	46	30	72	88	87	39	44	271	-	-	-	-	-	172	3	30
	27%	28%	26%	19%	23%	29%	29%	23%	36%	32%	27%	26%	23%	100%	-	-	-	-	-	70%	8%	10%
Labour	95	45	49	18	26	19	12	8	11	32	33	7	19	-	95	-	-	-	-	1	20	38
	9%	9%	10%	13%	14%	11%	8%	6%	5%	12%	10%	4%	10%	-	100%	-	-	-	-	*	51%	13%
Liberal Democrat	163	79	83	10	26	32	33	35	27	64	51	18	28	-	-	163	-	-	-	8	3	123
	16%	16%	16%	7%	13%	19%	20%	27%	13%	23%	16%	12%	15%	-	-	100%	-	-	-	3%	8%	43%
The UK Independence Party (UKIP)	122	81	41	15	26	14	18	24	24	18	40	27	30	-	-	-	122	-	-	28	7	23
	12%	17%	8%	11%	14%	8%	11%	19%	12%	6%	12%	18%	16%	-	-	-	100%	-	-	12%	18%	8%
The Green Party	73	37	35	28	10	12	12	3	6	21	31	11	4	-	-	-	-	73	-	2	1	26
	7%	8%	7%	20%	5%	7%	8%	3%	3%	8%	9%	7%	2%	-	-	-	100%	-	1%	3%	9%	
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	4	2	2	-	-	2	-	1	1	1	-	-	3	-	-	-	-	-	4	-	-	2
	*	1%	*	-	-	1%	-	*	1%	*	-	-	2%	-	-	-	-	-	100%	-	-	1%
Would not vote	81	34	47	15	21	15	10	8	12	8	30	15	25	-	-	-	-	-	-	1	*	3
	8%	7%	9%	11%	11%	9%	6%	6%	6%	3%	9%	10%	13%	-	-	-	-	-	-	*	1%	1%
Refused	50	24	26	7	7	1	8	6	21	13	11	6	9	-	-	-	-	-	-	7	-	6
	5%	5%	5%	5%	4%	1%	5%	4%	10%	5%	3%	4%	5%	-	-	-	-	-	-	3%	-	2%
Don't know	142	47	94	20	32	23	23	16	28	33	41	27	28	-	-	-	-	-	-	28	5	38
	14%	10%	18%	14%	17%	14%	14%	12%	14%	12%	13%	18%	15%	-	-	-	-	-	-	11%	12%	13%

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Table 3

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	551	276	275	25	50	75	100	120	179	266	116	57	91	231	68	130	84	35	4	207	48	183
Weighted base	512	273	238	53	84	88	92	81	113	168	168	71	87	205	62	123	75	44	3	173	26	195
Conservative	205	108	97	15	32	33	37	26	60	67	68	29	35	205	-	-	-	-	-	146	2	24
	40%	39%	41%	29%	38%	38%	41%	32%	53%	40%	41%	41%	40%	100%	-	-	-	-	-	84%	8%	12%
Labour	62	29	32	10	14	13	10	7	8	22	23	5	9	-	62	-	-	-	-	*	15	31
	12%	11%	14%	19%	17%	15%	11%	8%	7%	13%	14%	7%	10%	-	100%	-	-	-	-	*	59%	16%
Liberal Democrat	123	63	60	5	19	25	23	29	22	52	38	12	20	-	-	123	-	-	-	5	3	102
	24%	23%	25%	10%	23%	28%	26%	36%	19%	31%	23%	16%	23%	-	-	100%	-	-	-	3%	11%	52%
The UK Independence Party (UKIP)	75	47	28	6	15	7	12	18	17	13	19	20	19	-	-	-	75	-	-	20	5	15
	15%	17%	12%	11%	18%	8%	13%	22%	15%	8%	11%	28%	22%	-	-	-	100%	-	-	12%	20%	8%
The Green Party	44	25	18	16	3	8	9	1	5	14	21	6	2	-	-	-	-	44	-	2	1	20
	9%	9%	8%	31%	4%	9%	10%	2%	5%	8%	12%	8%	2%	-	-	-	-	100%	-	1%	2%	10%
Some other party	3	2	2	-	-	2	-	*	1	1	-	-	2	-	-	-	-	-	3	-	-	2
	1%	1%	1%	-	-	2%	-	1%	1%	1%	-	-	3%	-	-	-	-	-	100%	-	-	1%

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Col percents

Table 4

Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	40%
Labour	12%
Liberal Democrat	25%
UKIP	14%
Green	8%
Other	1%

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Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	466	534	65	110	141	178	192	310	432	211	114	185	294	97	165	123	56	5	292	72	273
Weighted base	1000	489	511	139	193	170	162	130	202	278	324	150	190	271	95	163	122	73	4	246	39	289
Conservative	239 24%	123 25%	117 23%	24 17%	35 18%	38 22%	40 25%	34 26%	68 33%	80 29%	79 24%	27 18%	43 22%	209 77%	3 4%	* *	11 9%	- -	- -	155 63%	2 5%	21 7%
Labour	74 7%	34 7%	40 8%	20 14%	19 10%	14 8%	8 5%	6 5%	6 3%	17 6%	32 10%	8 5%	15 8%	1 *	60 63%	1 1%	1 1%	3 4%	2 43%	* *	18 46%	22 7%
Liberal Democrat	302 30%	138 28%	165 32%	23 17%	58 30%	69 40%	52 32%	49 38%	52 26%	97 35%	108 33%	45 30%	43 23%	40 15%	24 25%	155 95%	16 13%	23 32%	- -	35 14%	10 25%	193 67%
The UK Independence Party (UKIP)	100 10%	66 13%	34 7%	14 10%	21 11%	11 6%	19 12%	16 12%	18 9%	16 6%	27 8%	22 15%	25 13%	4 2%	2 2%	3 2%	83 68%	2 3%	- -	24 10%	6 14%	11 4%
The Green Party	44 4%	24 5%	19 4%	16 11%	7 4%	7 4%	8 5%	2 2%	4 2%	17 6%	19 6%	4 3%	3 2%	3 1%	1 1%	1 1%	- -	36 50%	- -	1 *	* 1%	16 6%
The British National Party (BNP)	2 *	2 *	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Some other party	8 1%	4 1%	4 1%	1 1%	2 1%	1 *	1 1%	1 *	2 1%	5 2%	- -	1 1%	1 1%	* *	4 4%	- -	- -	1 2%	2 57%	* *	- -	2 1%
Would not vote	81 8%	34 7%	47 9%	15 11%	21 11%	15 9%	10 6%	8 6%	12 6%	8 3%	30 9%	15 10%	25 13%	- -	- -	- -	- -	- -	- -	1 *	* 1%	3 1%
Refused	34 3%	19 4%	16 3%	4 3%	7 4%	1 1%	4 3%	3 3%	13 6%	9 3%	8 3%	4 2%	7 4%	- -	1 1%	- -	- -	- -	- -	3 1%	- -	2 1%
Don't know	115 12%	45 9%	70 14%	19 14%	22 11%	15 9%	19 12%	12 9%	28 14%	29 10%	21 7%	23 16%	28 15%	13 5%	1 1%	3 2%	10 8%	7 10%	- -	27 11%	3 8%	20 7%

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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	580	281	300	26	50	81	106	128	188	277	125	61	94	221	67	128	78	31	4	211	49	200
Weighted base	540	277	263	55	86	94	96	86	120	175	182	76	88	196	61	121	70	40	3	175	26	213
Conservative	181	96	85	15	23	25	32	29	55	61	62	19	33	160	2	*	9	-	-	129	2	17
	33%	35%	32%	28%	27%	26%	33%	33%	46%	35%	34%	25%	38%	82%	4%	*	12%	-	-	73%	6%	8%
Labour	41	19	21	8	8	9	6	5	4	12	18	3	6	*	36	1	1	*	2	*	13	17
	8%	7%	8%	15%	9%	10%	6%	6%	3%	7%	10%	4%	6%	*	60%	1%	2%	*	49%	*	50%	8%
Liberal Democrat	227	106	121	15	41	51	39	39	43	78	77	34	32	29	19	118	11	17	-	28	7	157
	42%	38%	46%	27%	47%	54%	40%	45%	36%	44%	42%	45%	36%	15%	31%	98%	16%	42%	-	16%	28%	74%
The UK Independence Party (UKIP)	59	38	22	2	12	6	13	12	14	9	11	18	15	4	1	1	49	1	-	18	4	8
	11%	14%	8%	4%	13%	6%	13%	14%	12%	5%	6%	24%	18%	2%	2%	1%	70%	2%	-	10%	15%	4%
The Green Party	28	16	12	13	2	3	6	1	3	11	14	2	1	3	*	1	-	22	-	1	*	12
	5%	6%	5%	23%	2%	3%	7%	1%	3%	6%	7%	2%	1%	1%	*	1%	-	55%	-	*	1%	6%
The British National Party (BNP)	*	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	4	2	2	1	1	*	*	*	1	4	-	*	1	*	2	-	-	*	2	*	-	2
	1%	1%	1%	2%	1%	1%	*	1%	1%	2%	-	*	1%	*	4%	-	-	*	51%	*	-	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	34%
Labour	7%
Liberal Democrat	42%
UKIP	11%
Green	5%
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	1000	466	534	65	110	141	178	192	310	432	211	114	185	294	97	165	123	56	5	292	72	273
Weighted base	1000	489	511	139	193	170	162	130	202	278	324	150	190	271	95	163	122	73	4	246	39	289
I would not vote UKIP	649	302	348	88	131	122	107	81	119	208	219	83	111	203	83	144	-	66	2	147	28	229
	65%	62%	68%	63%	68%	72%	66%	62%	59%	75%	68%	55%	59%	75%	88%	88%	-	91%	44%	60%	70%	79%
I would not vote Labour	559	294	265	55	83	97	95	83	143	149	178	89	119	236	-	82	106	32	1	216	9	131
	56%	60%	52%	40%	43%	57%	59%	64%	71%	54%	55%	60%	63%	87%	-	50%	87%	45%	19%	88%	22%	45%
I would not vote Conservative	414	202	212	66	70	81	75	58	64	108	127	67	91	-	64	111	74	59	3	17	28	184
	41%	41%	42%	47%	36%	48%	46%	45%	32%	39%	39%	45%	48%	-	68%	68%	61%	81%	74%	7%	70%	64%
I would not vote Liberal Democrat	406	211	195	57	63	61	71	52	101	99	128	58	98	158	38	-	92	29	4	150	17	50
	41%	43%	38%	41%	33%	36%	44%	40%	50%	36%	39%	39%	51%	58%	40%	-	76%	39%	87%	61%	44%	17%
None of these - I would potentially vote for all of them	75	34	40	17	19	9	10	5	14	17	18	13	17	4	5	4	2	3	-	9	1	7
	7%	7%	8%	13%	10%	6%	6%	4%	7%	6%	6%	8%	9%	2%	5%	3%	1%	4%	-	3%	3%	2%
Don't know	10	4	6	-	3	-	-	3	3	2	4	1	1	-	-	-	*	-	-	1	*	1
	1%	1%	1%	-	2%	-	-	2%	1%	1%	1%	1%	1%	-	-	-	*	-	-	*	1%	*

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Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	466	534	65	110	141	178	192	310	432	211	114	185	294	97	165	123	56	5	292	72	273	
Weighted base	1000	489	511	139	193	170	162	130	202	278	324	150	190	271	95	163	122	73	4	246	39	289	
NET: Well	656	336	320	75	125	116	109	90	137	198	222	92	106	231	63	112	58	36	3	202	19	193	
	66%	69%	63%	54%	65%	68%	67%	69%	68%	71%	69%	61%	56%	85%	67%	69%	48%	50%	81%	82%	49%	67%	
Very well	(4)	42	25	17	5	7	3	7	5	13	9	11	5	12	19	2	6	5	2	-	17	2	3
		4%	5%	3%	3%	3%	2%	5%	4%	6%	3%	3%	3%	6%	7%	2%	4%	4%	3%	-	7%	5%	1%
Quite well	(3)	614	311	303	71	119	113	101	84	124	189	211	87	94	213	61	106	53	34	3	186	17	190
		61%	64%	59%	51%	62%	66%	63%	65%	61%	68%	65%	58%	49%	79%	65%	65%	44%	47%	81%	75%	43%	66%
Quite badly	(2)	255	112	143	44	51	45	39	35	41	62	79	47	55	33	27	48	30	-	38	16	83	
		25%	23%	28%	31%	26%	27%	24%	27%	20%	22%	25%	32%	29%	12%	29%	34%	41%	-	15%	42%	29%	
Very badly	(1)	52	31	21	12	13	4	7	4	13	8	16	4	20	1	3	1	20	5	1	3	4	4
		5%	6%	4%	8%	7%	2%	4%	3%	6%	3%	5%	3%	10%	*	3%	1%	17%	7%	19%	1%	9%	2%
NET: Badly		307	143	164	55	63	49	46	39	54	70	95	51	75	34	30	49	62	35	1	40	20	88
		31%	29%	32%	40%	33%	29%	29%	30%	27%	25%	29%	34%	39%	13%	32%	30%	51%	48%	19%	16%	51%	30%
Don't know		37	10	27	8	4	5	7	1	11	10	7	7	9	5	2	2	2	1	-	4	*	8
		4%	2%	5%	6%	2%	3%	4%	1%	6%	4%	2%	4%	5%	2%	2%	1%	1%	2%	-	1%	1%	3%
Mean		2.67	2.69	2.65	2.53	2.63	2.70	2.71	2.70	2.72	2.74	2.69	2.65	2.55	2.94	2.67	2.73	2.36	2.46	2.61	2.89	2.45	2.68
Standard deviation		0.65	0.67	0.62	0.71	0.66	0.55	0.63	0.60	0.69	0.57	0.62	0.60	0.78	0.45	0.57	0.54	0.81	0.68	0.90	0.51	0.75	0.52
Standard error		0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.04	0.04	0.03	0.04	0.06	0.06	0.03	0.06	0.04	0.07	0.09	0.40	0.03	0.09	0.03

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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	466	534	65	110	141	178	192	310	432	211	114	185	294	97	165	123	56	5	292	72	273	
Weighted base	1000	489	511	139	193	170	162	130	202	278	324	150	190	271	95	163	122	73	4	246	39	289	
NET: Well	681	350	331	93	124	117	110	89	145	212	226	93	110	240	63	117	63	41	3	205	22	203	
	68%	72%	65%	67%	65%	69%	68%	69%	72%	76%	70%	62%	58%	89%	67%	72%	52%	57%	81%	83%	56%	70%	
Very well	(4)	53	36	18	5	13	5	9	9	12	17	11	11	10	27	4	9	2	-	-	24	2	7
		5%	7%	3%	3%	7%	3%	6%	7%	6%	6%	3%	7%	5%	10%	4%	6%	2%	-	-	10%	4%	2%
Quite well	(3)	628	314	314	88	111	112	101	80	133	196	215	82	99	213	59	108	61	41	3	181	20	197
		63%	64%	61%	63%	58%	66%	62%	61%	66%	70%	67%	55%	52%	79%	62%	66%	50%	57%	81%	73%	52%	68%
Quite badly	(2)	240	109	131	31	59	46	39	32	33	55	72	47	56	26	23	37	41	28	-	33	13	70
		24%	22%	26%	22%	31%	27%	24%	25%	16%	20%	22%	31%	30%	10%	24%	23%	33%	38%	-	14%	34%	24%
Very badly	(1)	39	19	21	7	6	6	7	4	9	6	13	7	11	-	6	3	15	1	1	1	4	6
		4%	4%	4%	5%	3%	3%	4%	3%	5%	2%	4%	4%	6%	-	6%	2%	12%	1%	19%	1%	9%	2%
NET: Badly		279	128	152	38	65	51	46	36	42	61	85	54	67	26	29	41	55	29	1	35	17	77
		28%	26%	30%	28%	34%	30%	28%	28%	21%	22%	26%	36%	35%	10%	30%	25%	46%	40%	19%	14%	43%	26%
Don't know		40	11	28	8	3	2	6	4	16	5	12	4	13	5	3	5	3	3	-	7	*	9
		4%	2%	6%	6%	1%	1%	4%	3%	8%	2%	4%	2%	7%	2%	3%	3%	3%	4%	-	3%	1%	3%
Mean		2.72	2.77	2.68	2.69	2.69	2.69	2.72	2.75	2.79	2.81	2.72	2.66	2.62	3.00	2.66	2.78	2.42	2.58	2.61	2.95	2.51	2.73
Standard deviation		0.63	0.64	0.61	0.63	0.65	0.59	0.64	0.64	0.63	0.57	0.59	0.68	0.69	0.45	0.67	0.58	0.73	0.52	0.90	0.51	0.73	0.54
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.07	0.05	0.07	0.07	0.40	0.03	0.09	0.03

Cheltenham Poll

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Absolutes/col percents

Table 11

Q.7 Which of the following statements do you most agree with?**Base: All respondents**

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	466	534	65	110	141	178	192	310	432	211	114	185	294	97	165	123	56	5	292	72	273
Weighted base	1000	489	511	139	193	170	162	130	202	278	324	150	190	271	95	163	122	73	4	246	39	289
I am satisfied with the job David Cameron is doing overall as Prime Minister	390 39%	182 37%	208 41%	63 45%	78 41%	65 38%	55 34%	45 34%	83 41%	114 41%	135 42%	48 32%	69 36%	189 70%	26 27%	43 26%	20 17%	11 16%	- -	157 64%	8 20%	74 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	317 32%	163 33%	154 30%	37 26%	53 28%	58 34%	54 33%	43 33%	72 36%	87 31%	110 34%	53 35%	52 28%	75 28%	20 21%	60 37%	66 54%	21 28%	1 26%	79 32%	7 18%	96 33%
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.	193 19%	97 20%	96 19%	27 19%	38 20%	35 20%	41 25%	30 23%	23 11%	58 21%	63 19%	26 17%	40 21%	2 1%	47 50%	45 27%	17 14%	32 44%	2 55%	3 1%	22 57%	94 33%
Refused	13 1%	8 2%	5 1%	- -	1 1%	1 1%	1 *	2 2%	6 3%	4 1%	2 1%	2 1%	3 2%	- -	- -	- -	2 1%	1 2%	- -	- -	* 1%	4 1%
Don't know	87 9%	39 8%	48 9%	12 9%	22 11%	11 7%	12 7%	10 7%	18 9%	15 5%	14 4%	21 14%	25 13%	5 2%	2 2%	15 9%	17 14%	7 10%	1 19%	7 3%	2 4%	22 8%

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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	466	534	65	110	141	178	192	310	432	211	114	185	294	97	165	123	56	5	292	72	273
Weighted base	1000	489	511	139	193	170	162	130	202	278	324	150	190	271	95	163	122	73	4	246	39	289
The Liberal Democrat	340 34%	177 36%	163 32%	22 16%	77 40%	60 35%	66 41%	53 41%	62 31%	115 41%	104 32%	54 36%	51 27%	97 36%	30 32%	79 48%	36 29%	24 33%	1 12%	87 35%	10 26%	136 47%
The Conservatives	243 24%	122 25%	121 24%	22 16%	49 25%	50 29%	37 23%	31 24%	51 25%	79 28%	81 25%	33 22%	34 18%	84 31%	24 25%	43 26%	17 14%	21 29%	-	75 31%	6 16%	76 26%
The UK Independence Party (UKIP)	64 6%	39 8%	25 5%	10 7%	11 6%	14 8%	11 7%	7 5%	12 6%	16 6%	19 6%	12 8%	12 6%	16 6%	8 8%	7 4%	9 8%	8 11%	-	16 7%	3 8%	18 6%
Labour	46 5%	13 3%	33 6%	18 13%	11 6%	6 3%	3 2%	4 3%	4 2%	10 4%	13 4%	9 6%	13 7%	13 5%	13 13%	3 2%	2 1%	3 4%	-	10 4%	6 16%	3 1%
None of them	534 53%	250 51%	283 55%	89 64%	96 50%	91 53%	77 48%	65 50%	115 57%	128 46%	178 55%	79 53%	120 63%	130 48%	47 49%	77 47%	73 60%	39 54%	4 88%	121 49%	23 59%	125 43%
Don't know	16 2%	7 1%	9 2%	1 1%	5 3%	2 1%	4 2%	1 1%	2 1%	8 3%	1 *	3 2%	2 1%	2 1%	3 3%	-	2 2%	1 2%	-	3 1%	-	4 2%

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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	466	534	65	110	141	178	192	310	432	211	114	185	294	97	165	123	56	5	292	72	273
Weighted base	1000	489	511	139	193	170	162	130	202	278	324	150	190	271	95	163	122	73	4	246	39	289
A Conservative government	317 32%	155 32%	162 32%	31 22%	48 25%	40 23%	56 34%	40 31%	100 50%	98 35%	114 35%	28 19%	58 30%	202 75%	4 4%	11 7%	43 35%	3 5%	-	185 75%	3 7%	32 11%
A coalition between the Conservatives and the Liberal Democrats	179 18%	99 20%	80 16%	16 11%	35 18%	42 25%	28 17%	29 22%	30 15%	51 18%	52 16%	45 30%	28 15%	52 19%	1 1%	63 39%	17 14%	7 9%	1 13%	38 15%	3 7%	66 23%
A coalition between Labour and the Liberal Democrats	168 17%	79 16%	89 17%	27 20%	36 19%	30 17%	29 18%	25 19%	21 10%	58 21%	67 21%	14 9%	28 15%	4 1%	37 39%	62 38%	9 7%	30 41%	-	3 1%	8 20%	107 37%
A Labour government	168 17%	89 18%	79 15%	34 24%	35 18%	35 21%	29 18%	16 13%	18 9%	38 14%	54 17%	32 22%	29 15%	9 3%	51 54%	15 9%	19 16%	27 37%	2 55%	4 2%	24 62%	51 18%
Don't know	168 17%	66 14%	102 20%	31 23%	38 20%	24 14%	20 13%	20 15%	33 17%	34 12%	37 11%	30 20%	46 24%	5 2%	2 2%	12 8%	35 28%	6 8%	1 32%	16 7%	2 5%	34 12%

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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	466 47%	489 49%
Female	534 53%	511 51%

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Absolutes/col percents

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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1000	1000
Weighted base	1000	1000
18-24	65 7%	139 14%
25-34	110 11%	193 19%
35-44	141 14%	170 17%
45-54	178 18%	162 16%
55-64	192 19%	130 13%
65 or older	310 31%	202 20%
Refused	4 *	4 *

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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	159 16%	99 10%
B	273 27%	179 18%
C1	211 21%	324 32%
C2	114 11%	150 15%
D	60 6%	78 8%
E	125 13%	112 11%
Refused	58 6%	58 6%

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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	292 29%	246 25%
Labour	72 7%	39 4%
Liberal Democrats	273 27%	289 29%
Another party	34 3%	22 2%
Did not vote	244 24%	322 32%
Refused	43 4%	39 4%
Don't know	42 4%	43 4%