

Kingston & Surbiton Poll

CATI Fieldwork : 29th October - 8th 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	449	551	87	128	169	173	186	254	444	245	101	160	274	156	152	106	49	5	255	93	286	
Weighted base	1000	490	510	146	210	196	158	125	162	324	336	142	149	250	164	166	106	59	5	224	65	297	
Certain to vote	(10)	573	276	296	63	87	109	107	92	112	201	195	78	76	166	102	99	69	43	3	167	43	221
		57%	56%	58%	43%	41%	56%	68%	74%	69%	62%	58%	55%	51%	66%	62%	60%	65%	74%	50%	74%	66%	74%
	(9)	71	39	32	10	12	17	12	9	11	29	25	9	4	19	12	11	5	7	-	22	3	29
		7%	8%	6%	7%	6%	9%	8%	7%	7%	9%	7%	7%	3%	8%	8%	6%	5%	11%	-	10%	5%	10%
	(8)	89	38	51	17	30	16	13	5	7	26	40	10	11	28	15	17	8	1	2	16	5	18
		9%	8%	10%	12%	14%	8%	8%	4%	4%	8%	12%	7%	8%	11%	9%	10%	8%	1%	33%	7%	8%	6%
	(7)	43	25	18	8	12	10	4	3	6	18	11	7	7	7	10	14	2	3	-	6	1	13
		4%	5%	4%	5%	6%	5%	2%	2%	4%	6%	3%	5%	4%	3%	6%	8%	2%	5%	-	3%	2%	4%
	(6)	36	18	17	7	12	7	4	3	3	8	13	2	12	4	5	8	8	3	-	1	2	5
		4%	4%	3%	5%	6%	4%	2%	2%	2%	2%	4%	1%	8%	2%	3%	5%	7%	4%	-	1%	3%	2%
	(5)	63	35	28	15	14	13	5	7	8	17	11	10	18	13	10	9	10	3	-	4	5	2
		6%	7%	5%	10%	7%	7%	3%	6%	5%	5%	3%	7%	12%	5%	6%	5%	9%	5%	-	2%	7%	1%
	(4)	17	7	10	7	2	3	2	1	2	3	7	3	3	-	5	3	1	-	-	5	1	3
		2%	1%	2%	5%	1%	1%	1%	1%	1%	1%	2%	2%	2%	-	3%	2%	1%	-	-	2%	2%	1%
	(3)	34	17	16	4	21	6	1	1	2	8	9	5	8	11	3	5	3	-	1	2	-	4
		3%	4%	3%	3%	10%	3%	1%	1%	1%	2%	3%	4%	5%	5%	2%	3%	3%	-	17%	1%	-	1%
	(2)	6	4	3	-	3	3	1	*	-	1	4	2	-	3	1	-	-	-	-	-	1	-
		1%	1%	*	-	1%	1%	*	*	-	*	1%	1%	-	1%	1%	-	-	-	-	-	2%	-
Definitely would not vote	(1)	65	28	37	15	18	11	8	5	9	13	19	15	8	-	-	-	-	-	-	2	4	1
		7%	6%	7%	10%	8%	5%	5%	4%	6%	4%	6%	10%	6%	-	-	-	-	-	-	1%	6%	*
Refused		1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	1%	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		3	-	3	-	-	1	1	-	1	-	1	-	1	-	-	-	-	-	-	-	-	1
		*	-	1%	-	-	*	1%	-	*	-	*	-	*	-	-	-	-	-	-	-	-	*
Mean		8.18	8.18	8.18	7.44	7.32	8.21	8.79	8.98	8.72	8.61	8.35	7.81	7.73	8.89	8.75	8.69	8.74	9.32	8.14	9.30	8.49	9.37
Standard deviation		2.77	2.72	2.81	3.02	3.07	2.69	2.39	2.20	2.51	2.38	2.66	3.14	2.83	2.00	2.00	1.97	2.04	1.41	2.79	1.61	2.66	1.41
Standard error		0.09	0.13	0.12	0.32	0.27	0.21	0.18	0.16	0.16	0.11	0.17	0.31	0.22	0.12	0.16	0.16	0.20	0.20	1.25	0.10	0.28	0.08

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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	449	551	87	128	169	173	186	254	444	245	101	160	274	156	152	106	49	5	255	93	286
Weighted base	1000	490	510	146	210	196	158	125	162	324	336	142	149	250	164	166	106	59	5	224	65	297
Conservative	250 25%	122 25%	128 25%	24 16%	41 20%	54 27%	44 28%	40 32%	49 30%	101 31%	80 24%	36 25%	30 20%	250 100%	-	-	-	-	-	146 65%	4 5%	42 14%
Labour	164 16%	101 21%	63 12%	35 24%	43 20%	33 17%	20 12%	14 11%	20 12%	54 17%	64 19%	25 17%	17 11%	-	164 100%	-	-	-	-	11 5%	42 64%	45 15%
Liberal Democrat	166 17%	79 16%	87 17%	17 12%	43 21%	32 16%	31 19%	15 12%	28 17%	53 16%	59 18%	16 11%	35 23%	-	-	166 100%	-	-	-	5 2%	2 4%	113 38%
The UK Independence Party (UKIP)	106 11%	53 11%	53 10%	15 11%	16 8%	14 7%	24 15%	16 13%	20 12%	22 7%	35 10%	20 14%	23 16%	-	-	-	106 100%	-	-	35 15%	3 4%	22 7%
The Green Party	59 6%	24 5%	34 7%	17 11%	18 9%	10 5%	5 3%	5 4%	4 2%	21 7%	20 6%	10 7%	7 5%	-	-	-	-	59 100%	-	2 1%	2 3%	29 10%
The British National Party (BNP)	2 *	-	2 *	-	2 1%	-	-	-	-	-	2 1%	-	-	-	-	-	-	-	2 33%	-	-	-
Some other party	3 *	1 *	2 *	1 1%	-	-	1 1%	* *	1 1%	1 *	1 *	1 1%	-	-	-	-	-	-	3 67%	-	-	1 *
Would not vote	65 7%	28 6%	37 7%	15 10%	18 8%	11 5%	8 5%	5 4%	9 6%	13 4%	19 6%	15 10%	8 6%	-	-	-	-	-	-	2 1%	4 6%	1 *
Refused	54 5%	28 6%	27 5%	3 2%	8 4%	10 5%	8 5%	9 7%	15 9%	16 5%	14 4%	6 4%	8 5%	-	-	-	-	-	-	4 2%	4 7%	10 3%
Don't know	130 13%	53 11%	77 15%	19 13%	20 10%	33 17%	18 11%	22 17%	17 10%	42 13%	41 12%	14 10%	21 14%	-	-	-	-	-	-	20 9%	5 8%	34 12%

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Absolutes/col percents

Table 3

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	564	264	300	44	63	91	107	109	149	267	148	58	79	213	118	112	77	40	3	187	60	196
Weighted base	550	275	275	72	102	103	100	75	96	194	196	79	71	188	118	118	76	47	3	166	40	206
Conservative	188	90	98	15	24	40	35	33	40	79	62	27	17	188	-	-	-	-	-	125	2	34
	34%	33%	35%	21%	24%	39%	35%	44%	42%	41%	32%	34%	25%	100%	-	-	-	-	-	75%	6%	16%
Labour	118	71	47	22	30	24	14	12	16	40	44	19	13	-	118	-	-	-	-	9	33	38
	22%	26%	17%	30%	29%	23%	14%	16%	17%	21%	23%	24%	18%	-	100%	-	-	-	-	5%	81%	18%
Liberal Democrat	118	56	62	12	25	21	27	13	21	42	43	12	20	-	-	118	-	-	-	3	2	91
	21%	20%	22%	16%	24%	21%	27%	17%	22%	21%	22%	15%	28%	-	-	100%	-	-	-	2%	5%	44%
The UK Independence Party (UKIP)	76	39	37	10	8	10	19	12	15	14	28	13	16	-	-	-	76	-	-	27	2	18
	14%	14%	13%	14%	8%	9%	19%	16%	16%	7%	14%	16%	23%	-	-	-	100%	-	-	17%	4%	9%
The Green Party	47	18	29	13	14	8	4	5	3	17	16	9	5	-	-	-	-	47	-	1	2	25
	9%	6%	11%	18%	14%	8%	4%	6%	3%	9%	8%	11%	7%	-	-	-	100%	-	1%	4%	12%	
The British National Party (BNP)	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	-
	*	-	*	-	1%	-	-	-	-	-	1%	-	-	-	-	-	-	-	31%	-	-	-
Some other party	2	1	1	1	-	-	1	*	*	1	1	*	-	-	-	-	-	-	2	-	-	*
	*	*	*	1%	-	-	1%	1%	*	1%	1%	*	-	-	-	-	-	-	69%	-	-	*

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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	34%
Labour	21%
Liberal Democrat	23%
UKIP	13%
Green	8%
Other	1%

Kingston & Surbiton Poll

CATI Fieldwork : 29th October - 8th November 2014

Absolutes/col percents

Table 5

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	449	551	87	128	169	173	186	254	444	245	101	160	274	156	152	106	49	5	255	93	286
Weighted base	1000	490	510	146	210	196	158	125	162	324	336	142	149	250	164	166	106	59	5	224	65	297
Conservative	218 22%	97 20%	120 24%	22 15%	36 17%	42 21%	35 22%	33 26%	50 31%	89 28%	79 24%	22 15%	25 17%	186 74%	3 2%	2 1%	11 10%	4 6%	-	139 62%	3 4%	26 9%
Labour	131 13%	78 16%	53 10%	25 17%	39 19%	27 14%	12 8%	12 9%	16 10%	44 14%	46 14%	21 15%	15 10%	2 1%	112 68%	1 *	3 3%	1 2%	2 37%	10 5%	37 57%	22 8%
Liberal Democrat	285 28%	138 28%	147 29%	30 21%	55 26%	62 32%	61 39%	35 28%	41 25%	98 30%	92 27%	41 29%	48 32%	45 18%	35 21%	154 93%	10 10%	11 19%	*	25 11%	12 18%	175 59%
The UK Independence Party (UKIP)	78 8%	39 8%	39 8%	13 9%	9 4%	12 6%	13 8%	14 11%	17 10%	17 5%	23 7%	18 13%	18 12%	1 *	2 1%	-	74 70%	-	-	27 12%	3 5%	13 5%
The Green Party	40 4%	20 4%	19 4%	8 5%	13 6%	6 3%	5 3%	4 3%	4 2%	20 6%	12 3%	7 5%	1 1%	1 1%	4 3%	-	-	33 56%	-	1 *	1 1%	20 7%
The British National Party (BNP)	4 *	4 1%	-	2 1%	2 1%	-	-	-	-	-	-	-	4 3%	2 1%	-	-	-	2 3%	-	-	-	-
Some other party	3 *	3 1%	-	2 1%	-	-	1 1%	-	-	-	1 *	-	-	-	-	-	2 2%	-	1 22%	-	-	-
Would not vote	65 7%	28 6%	37 7%	15 10%	18 8%	11 5%	8 5%	5 4%	9 6%	13 4%	19 6%	15 10%	8 6%	-	-	-	-	-	-	2 1%	4 6%	1 *
Refused	43 4%	22 5%	21 4%	4 3%	6 3%	10 5%	7 5%	6 5%	8 5%	11 3%	13 4%	2 1%	8 5%	1 1%	-	2 1%	-	-	-	2 1%	3 4%	7 2%
Don't know	134 13%	60 12%	74 14%	26 18%	32 15%	27 14%	14 9%	17 14%	18 11%	32 10%	51 15%	18 12%	22 15%	13 5%	9 5%	6 3%	6 6%	8 13%	2 33%	18 8%	3 4%	32 11%

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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	584	274	310	43	59	99	113	115	154	284	147	58	82	206	113	110	74	36	3	190	63	206
Weighted base	558	279	278	68	97	109	103	79	100	205	189	78	73	180	114	114	72	41	2	167	42	210
Conservative	167	74	93	15	22	33	29	26	40	70	62	16	17	143	2	2	9	3	-	118	2	21
	30%	27%	33%	23%	23%	31%	28%	34%	41%	34%	33%	20%	24%	79%	1%	2%	12%	8%	-	71%	5%	10%
Labour	88	53	35	17	24	17	8	9	12	29	32	13	12	1	79	1	*	1	1	8	30	18
	16%	19%	13%	25%	25%	16%	8%	12%	12%	14%	17%	17%	16%	1%	69%	1%	*	3%	40%	5%	70%	9%
Liberal Democrat	210	103	107	20	36	44	50	30	31	78	68	31	29	33	28	111	7	10	*	19	8	142
	38%	37%	39%	29%	37%	40%	48%	37%	31%	38%	36%	39%	41%	19%	24%	97%	10%	24%	16%	11%	19%	67%
The UK Independence Party (UKIP)	58	30	28	9	4	10	12	10	13	12	19	12	12	1	2	-	54	-	-	21	2	12
	10%	11%	10%	13%	4%	9%	11%	13%	13%	6%	10%	16%	17%	*	1%	-	75%	-	-	13%	5%	6%
The Green Party	32	16	16	5	11	5	4	3	3	16	8	6	1	1	4	-	-	26	-	*	1	18
	6%	6%	6%	8%	11%	5%	4%	4%	3%	8%	4%	8%	1%	*	3%	-	-	65%	-	*	2%	9%
The British National Party (BNP)	1	1	-	*	*	-	-	-	-	-	-	-	1	*	-	-	-	*	-	-	-	-
	*	*	-	1%	*	-	-	-	-	-	-	-	1%	*	-	-	-	1%	-	-	-	-
Some other party	3	3	-	2	-	-	1	-	-	-	1	-	-	-	-	-	2	-	1	-	-	-
	*	1%	-	2%	-	-	1%	-	-	-	1%	-	-	-	-	-	2%	-	44%	-	-	-

Kingston & Surbiton Poll
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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	30%
Labour	16%
Liberal Democrat	38%
UKIP	10%
Green	6%
Other	1%

Kingston & Surbiton Poll

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Absolutes/col percents

Table 8

Q.5 Are there any of the following political parties that you would definitely not vote for at the next General Election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	449	551	87	128	169	173	186	254	444	245	101	160	274	156	152	106	49	5	255	93	286
Weighted base	1000	490	510	146	210	196	158	125	162	324	336	142	149	250	164	166	106	59	5	224	65	297
I would not vote UKIP	633	312	322	92	144	122	99	75	99	237	223	75	78	169	146	133	-	53	5	120	52	229
	63%	64%	63%	63%	69%	62%	63%	60%	61%	73%	66%	53%	53%	68%	89%	80%	-	90%	100%	54%	79%	77%
I would not vote Labour	468	220	249	52	73	91	83	71	96	154	152	67	79	189	-	74	78	31	2	168	6	144
	47%	45%	49%	36%	35%	46%	53%	57%	59%	48%	45%	47%	53%	76%	-	45%	73%	52%	30%	75%	9%	49%
I would not vote Conservative	416	209	207	56	100	80	67	49	64	133	135	64	70	-	115	105	50	45	3	23	42	179
	42%	43%	40%	38%	48%	41%	42%	39%	39%	41%	40%	45%	47%	-	70%	63%	47%	76%	50%	10%	65%	60%
I would not vote Liberal Democrat	370	179	191	49	49	73	65	58	75	125	123	55	51	143	64	-	62	19	3	146	31	56
	37%	37%	37%	34%	23%	37%	41%	46%	46%	39%	37%	39%	34%	57%	39%	-	59%	32%	59%	65%	48%	19%
None of these - I would potentially vote for all of them	105	51	53	19	36	22	6	8	12	25	34	14	16	19	5	10	14	2	-	17	4	13
	10%	11%	10%	13%	17%	11%	4%	7%	8%	8%	10%	10%	11%	8%	3%	6%	13%	3%	-	8%	7%	4%
Don't know	20	6	13	7	7	1	-	-	5	5	5	5	3	-	1	1	2	-	-	-	-	-
	2%	1%	3%	5%	3%	*	-	-	3%	1%	2%	4%	2%	-	1%	1%	2%	-	-	-	-	-

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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	449	551	87	128	169	173	186	254	444	245	101	160	274	156	152	106	49	5	255	93	286	
Weighted base	1000	490	510	146	210	196	158	125	162	324	336	142	149	250	164	166	106	59	5	224	65	297	
NET: Well	678	350	328	112	132	125	102	86	119	238	225	88	93	217	107	117	65	30	4	180	44	195	
	68%	71%	64%	77%	63%	64%	64%	68%	73%	73%	67%	62%	62%	87%	65%	71%	61%	51%	83%	81%	68%	66%	
Very well	(4)	50	35	16	9	11	13	6	4	8	15	16	9	7	21	5	6	6	-	-	16	2	10
		5%	7%	3%	6%	5%	7%	4%	3%	5%	5%	5%	7%	5%	8%	3%	4%	6%	-	-	7%	3%	3%
Quite well	(3)	628	315	313	104	121	112	96	82	111	223	209	78	86	196	102	111	59	30	4	164	42	185
		63%	64%	61%	71%	58%	57%	61%	65%	69%	69%	62%	55%	58%	78%	62%	67%	55%	51%	83%	73%	64%	62%
Quite badly	(2)	233	94	139	16	48	61	46	31	30	69	80	38	40	26	48	42	25	25	1	35	18	87
		23%	19%	27%	11%	23%	31%	29%	25%	18%	21%	24%	27%	27%	10%	29%	26%	24%	42%	17%	15%	27%	29%
Very badly	(1)	57	26	31	12	22	7	7	6	4	11	20	10	12	7	5	4	15	3	-	8	4	7
		6%	5%	6%	8%	10%	4%	5%	5%	2%	3%	6%	7%	8%	3%	3%	3%	14%	6%	-	3%	5%	2%
NET: Badly		290	120	170	27	70	68	54	37	33	80	100	49	51	33	53	47	40	28	1	42	21	94
		29%	25%	33%	19%	34%	35%	34%	30%	21%	25%	30%	34%	34%	13%	32%	28%	38%	48%	17%	19%	32%	32%
Don't know		32	20	12	6	7	3	3	2	10	6	11	6	5	*	4	2	1	1	-	1	-	8
		3%	4%	2%	4%	3%	2%	2%	2%	6%	2%	3%	4%	3%	*	3%	1%	1%	1%	-	1%	-	3%
Mean		2.69	2.76	2.63	2.78	2.60	2.68	2.65	2.68	2.81	2.76	2.68	2.64	2.61	2.92	2.67	2.72	2.53	2.46	2.83	2.85	2.66	2.68
Standard deviation		0.66	0.67	0.65	0.68	0.75	0.65	0.63	0.62	0.55	0.58	0.67	0.72	0.71	0.55	0.60	0.57	0.80	0.61	0.42	0.59	0.64	0.58
Standard error		0.02	0.03	0.03	0.07	0.07	0.05	0.05	0.05	0.04	0.03	0.04	0.07	0.06	0.03	0.05	0.05	0.08	0.09	0.19	0.04	0.07	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	449	551	87	128	169	173	186	254	444	245	101	160	274	156	152	106	49	5	255	93	286	
Weighted base	1000	490	510	146	210	196	158	125	162	324	336	142	149	250	164	166	106	59	5	224	65	297	
NET: Well	700	349	351	116	140	136	99	83	125	254	235	82	93	219	108	111	63	38	5	177	40	214	
	70%	71%	69%	80%	67%	69%	63%	66%	77%	79%	70%	58%	62%	88%	66%	67%	59%	64%	92%	79%	61%	72%	
Very well	(4)	70	44	26	17	15	22	4	6	7	24	27	10	6	35	13	5	2	1	-	21	1	13
		7%	9%	5%	12%	7%	11%	3%	5%	4%	8%	8%	7%	4%	14%	8%	3%	2%	1%	-	9%	2%	4%
Quite well	(3)	629	305	325	100	125	114	95	77	118	230	209	72	87	185	96	106	60	37	5	156	38	201
		63%	62%	64%	68%	60%	58%	60%	61%	73%	71%	62%	51%	58%	74%	58%	64%	57%	63%	92%	70%	59%	68%
Quite badly	(2)	217	95	122	18	51	45	44	35	23	52	74	43	40	29	35	49	25	18	-	41	18	63
		22%	19%	24%	12%	24%	23%	28%	28%	14%	16%	22%	30%	27%	11%	21%	30%	24%	31%	-	18%	28%	21%
Very badly	(1)	55	28	26	5	15	12	6	4	12	15	12	13	2	14	5	13	3	*	5	5	12	
		5%	6%	5%	3%	7%	6%	8%	5%	3%	4%	8%	9%	1%	9%	3%	12%	4%	8%	2%	7%	4%	
NET: Badly		272	124	148	23	67	57	56	42	27	64	89	55	53	30	49	54	38	20	*	46	23	75
		27%	25%	29%	15%	32%	29%	35%	33%	17%	20%	27%	39%	36%	12%	30%	33%	36%	35%	8%	20%	36%	25%
Don't know		29	17	12	7	3	4	3	1	9	5	11	5	3	1	7	1	5	1	-	1	2	8
		3%	3%	2%	5%	2%	2%	2%	1%	6%	2%	3%	4%	2%	*	4%	*	5%	1%	-	1%	4%	3%
Mean	2.74	2.77	2.70	2.92	2.68	2.75	2.59	2.66	2.84	2.84	2.76	2.59	2.59	3.01	2.68	2.67	2.52	2.62	2.84	2.87	2.57	2.74	
Standard deviation	0.67	0.70	0.65	0.62	0.72	0.74	0.67	0.65	0.53	0.60	0.66	0.75	0.71	0.53	0.75	0.59	0.75	0.60	0.61	0.59	0.67	0.60	
Standard error	0.02	0.03	0.03	0.07	0.06	0.06	0.05	0.05	0.03	0.03	0.04	0.08	0.06	0.03	0.06	0.05	0.07	0.09	0.27	0.04	0.07	0.04	

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Absolutes/col percents

Table 11

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	449	551	87	128	169	173	186	254	444	245	101	160	274	156	152	106	49	5	255	93	286
Weighted base	1000	490	510	146	210	196	158	125	162	324	336	142	149	250	164	166	106	59	5	224	65	297
I am satisfied with the job David Cameron is doing overall as Prime Minister	346 35%	161 33%	185 36%	66 45%	78 37%	65 33%	43 27%	32 26%	61 38%	117 36%	118 35%	43 30%	50 34%	150 60%	34 21%	55 33%	29 27%	10 16%	2 33%	108 48%	17 26%	79 27%
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%	148 30%	165 32%	42 29%	43 21%	71 36%	61 39%	48 38%	48 30%	109 34%	110 33%	47 33%	41 27%	92 37%	23 14%	64 39%	52 49%	15 26%	-	96 43%	9 14%	101 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.	224 22%	131 27%	93 18%	28 19%	57 27%	45 23%	35 22%	30 24%	28 18%	74 23%	77 23%	33 23%	35 24%	4 2%	104 63%	38 23%	13 12%	23 40%	3 67%	16 7%	36 56%	92 31%
Refused	24 2%	11 2%	13 3%	-	2 1%	5 2%	7 4%	2 2%	9 5%	3 1%	8 2%	3 2%	5 3%	-	*	1 *	2 2%	1 1%	-	1 *	*	5 2%
Don't know	93 9%	38 8%	54 11%	10 7%	29 14%	12 6%	12 8%	12 10%	15 9%	21 6%	23 7%	16 11%	18 12%	5 2%	4 2%	9 5%	9 9%	10 16%	-	4 2%	2 3%	20 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	1000	449	551	87	128	169	173	186	254	444	245	101	160	274	156	152	106	49	5	255	93	286
Weighted base	1000	490	510	146	210	196	158	125	162	324	336	142	149	250	164	166	106	59	5	224	65	297
The Liberal Democrat	269 27%	143 29%	126 25%	25 17%	50 24%	62 31%	40 25%	39 31%	51 31%	98 30%	96 29%	34 24%	31 21%	72 29%	41 25%	57 34%	21 20%	19 32%	-	69 31%	18 27%	97 33%
The Conservatives	234 23%	118 24%	116 23%	24 17%	44 21%	50 25%	39 25%	29 23%	45 28%	78 24%	76 23%	43 31%	31 21%	69 28%	45 27%	39 23%	22 21%	15 25%	1 17%	68 30%	15 24%	70 24%
Labour	108 11%	50 10%	58 11%	16 11%	33 16%	27 14%	12 8%	7 5%	12 7%	33 10%	33 10%	17 12%	22 15%	17 7%	33 20%	12 7%	12 11%	11 19%	-	18 8%	12 19%	32 11%
The UK Independence Party (UKIP)	66 7%	35 7%	30 6%	18 12%	16 8%	8 4%	8 5%	5 4%	10 6%	21 7%	15 4%	13 9%	13 9%	19 7%	7 4%	6 3%	13 13%	3 5%	-	14 6%	4 7%	17 6%
None of them	559 56%	264 54%	295 58%	92 63%	125 59%	103 53%	90 57%	70 56%	79 49%	176 54%	185 55%	76 53%	90 61%	137 55%	83 51%	88 53%	63 60%	30 51%	4 83%	113 51%	34 52%	155 52%
Don't know	15 1%	6 1%	9 2%	6 4%	3 1%	1 *	3 2%	1 1%	2 1%	1 *	8 2%	3 2%	1 1%	3 1%	-	1 1%	1 1%	-	-	2 1%	1 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	1000	449	551	87	128	169	173	186	254	444	245	101	160	274	156	152	106	49	5	255	93	286
Weighted base	1000	490	510	146	210	196	158	125	162	324	336	142	149	250	164	166	106	59	5	224	65	297
A Conservative government	296 30%	141 29%	154 30%	40 27%	33 16%	55 28%	50 32%	47 38%	70 43%	119 37%	97 29%	37 26%	38 25%	198 79%	7 4%	7 4%	45 42%	6 11%	-	162 72%	8 12%	51 17%
A coalition between Labour and the Liberal Democrats	202 20%	91 19%	111 22%	25 17%	53 25%	47 24%	35 22%	20 16%	22 13%	74 23%	70 21%	26 18%	28 19%	6 3%	34 20%	85 52%	13 12%	20 34%	1 28%	9 4%	12 18%	105 35%
A Labour government	191 19%	118 24%	73 14%	34 24%	48 23%	41 21%	23 15%	21 17%	24 15%	51 16%	62 18%	35 24%	31 21%	4 2%	108 66%	15 9%	14 13%	12 21%	4 72%	11 5%	40 61%	55 18%
A coalition between the Conservatives and the Liberal Democrats	151 15%	69 14%	81 16%	19 13%	35 17%	24 12%	30 19%	21 17%	21 13%	48 15%	55 16%	19 13%	25 17%	35 14%	10 6%	52 32%	17 16%	9 15%	-	30 13%	4 5%	63 21%
Don't know	162 16%	70 14%	92 18%	27 19%	42 20%	30 15%	19 12%	17 13%	26 16%	31 9%	52 15%	25 18%	27 18%	7 3%	6 4%	6 4%	17 16%	11 19%	-	12 6%	2 4%	24 8%

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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	449 45%	490 49%
Female	551 55%	510 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	87 9%	146 15%
25-34	128 13%	210 21%
35-44	169 17%	196 20%
45-54	173 17%	158 16%
55-64	186 19%	125 13%
65 or older	254 25%	162 16%
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	1000	1000
Weighted base	1000	1000
A	136 14%	100 10%
B	308 31%	223 22%
C1	245 25%	336 34%
C2	101 10%	142 14%
D	56 6%	64 6%
E	104 10%	85 9%
Refused	50 5%	50 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	1000	1000
Weighted base	1000	1000
Conservative	255 26%	224 22%
Labour	93 9%	65 7%
Liberal Democrats	286 29%	297 30%
Another party	32 3%	28 3%
Did not vote	241 24%	307 31%
Refused	48 5%	37 4%
Don't know	45 5%	41 4%