

Loughborough Poll

CATI Fieldwork : 22nd-25th 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	1000	456	544	62	146	147	170	187	285	396	224	131	215	263	226	23	129	41	15	293	226	86	
Weighted base	1000	507	493	219	152	153	152	139	182	238	311	203	214	234	238	26	124	36	24	232	187	95	
Certain to vote	(10)	530	289	240	95	56	73	93	90	120	160	154	102	107	160	149	13	65	18	10	176	134	60
		53%	57%	49%	44%	36%	48%	61%	65%	66%	67%	49%	50%	50%	69%	62%	50%	53%	49%	43%	76%	72%	63%
	(9)	60	40	20	10	10	7	11	10	13	13	28	6	12	11	12	3	10	5	5	11	13	11
		6%	8%	4%	4%	7%	4%	7%	7%	7%	5%	9%	3%	6%	5%	5%	10%	8%	14%	20%	5%	7%	12%
	(8)	84	36	48	21	18	8	10	12	15	21	19	19	21	25	27	1	12	3	*	16	11	5
		8%	7%	10%	10%	12%	5%	7%	8%	8%	9%	6%	9%	10%	11%	11%	2%	9%	7%	2%	7%	6%	5%
	(7)	54	14	40	15	14	6	9	6	4	9	23	10	12	10	18	4	7	3	2	4	7	11
		5%	3%	8%	7%	9%	4%	6%	4%	2%	4%	7%	5%	5%	4%	7%	15%	5%	7%	6%	2%	4%	11%
	(6)	38	15	23	12	9	6	5	4	2	5	12	18	3	7	11	1	7	*	5	4	6	-
		4%	3%	5%	5%	6%	4%	3%	3%	1%	2%	4%	9%	1%	3%	5%	5%	6%	1%	19%	2%	3%	-
	(5)	61	31	29	10	12	11	8	7	13	9	20	10	18	9	14	1	9	2	2	4	7	4
		6%	6%	6%	5%	8%	7%	5%	5%	7%	4%	6%	5%	8%	4%	6%	4%	7%	7%	9%	2%	3%	4%
	(4)	16	12	4	9	4	1	-	-	1	9	5	1	1	5	3	2	*	2	-	*	1	1
		2%	2%	1%	4%	3%	1%	-	-	1%	4%	2%	1%	*	2%	1%	9%	*	4%	-	*	*	1%
	(3)	28	12	16	18	4	4	-	-	1	2	18	6	1	6	3	-	7	1	-	2	1	-
		3%	2%	3%	8%	3%	3%	-	-	1%	1%	6%	3%	1%	3%	1%	-	5%	4%	-	1%	1%	-
	(2)	22	6	16	8	5	5	*	2	2	4	2	1	12	*	3	1	7	2	-	5	1	4
		2%	1%	3%	4%	3%	3%	*	1%	1%	2%	1%	*	6%	*	1%	4%	6%	7%	-	2%	1%	4%
Definitely would not vote	(1)	101	46	55	20	20	31	15	6	9	6	30	28	23	-	-	-	-	-	-	9	6	-
		10%	9%	11%	9%	13%	20%	10%	4%	5%	3%	10%	14%	11%	-	-	-	-	-	-	4%	3%	-
Refused		1	1	1	-	1	-	-	-	1	1	-	-	1	-	-	-	-	-	-	-	-	-
		*	*	*	-	*	-	-	-	*	*	-	-	*	-	-	-	-	-	-	-	-	-
Don't know		5	4	1	-	-	-	1	3	1	-	1	-	4	-	-	-	-	-	-	1	-	-
		*	1%	*	-	-	-	1%	2%	*	-	*	-	2%	-	-	-	-	-	-	*	-	-
Mean		7.76	8.03	7.49	7.15	6.99	6.87	8.31	8.75	8.67	8.74	7.66	7.48	7.59	8.98	8.79	8.10	8.13	8.02	8.34	9.01	8.99	8.88
Standard deviation		3.11	3.00	3.19	3.22	3.22	3.68	2.84	2.35	2.48	2.32	3.09	3.23	3.23	1.85	1.90	2.47	2.57	2.69	1.90	2.30	2.12	1.99
Standard error		0.10	0.14	0.14	0.41	0.27	0.30	0.22	0.17	0.15	0.12	0.21	0.28	0.22	0.11	0.13	0.51	0.23	0.42	0.49	0.13	0.14	0.21

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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	1000	456	544	62	146	147	170	187	285	396	224	131	215	263	226	23	129	41	15	293	226	86
Weighted base	1000	507	493	219	152	153	152	139	182	238	311	203	214	234	238	26	124	36	24	232	187	95
Conservative	234 23%	136 27%	98 20%	50 23%	37 24%	28 18%	40 26%	34 24%	45 25%	73 31%	67 21%	47 23%	45 21%	234 100%	-	-	-	-	-	139 60%	8 5%	8 8%
Labour	238 24%	116 23%	122 25%	66 30%	41 27%	34 22%	26 17%	27 20%	44 24%	68 28%	70 23%	51 25%	47 22%	-	238 100%	-	-	-	-	17 7%	108 58%	25 26%
Liberal Democrat	26 3%	12 2%	14 3%	6 3%	3 2%	4 2%	2 2%	6 4%	4 2%	9 4%	10 3%	2 1%	6 3%	-	-	26 100%	-	-	-	-	2 1%	15 15%
The UK Independence Party (UKIP)	124 12%	71 14%	53 11%	14 6%	10 6%	22 14%	22 14%	29 21%	28 15%	16 7%	40 13%	30 15%	33 15%	-	-	-	124 100%	-	-	24 11%	23 12%	13 14%
The Green Party	36 4%	19 4%	17 3%	2 1%	14 9%	5 3%	7 5%	4 3%	3 2%	16 7%	11 4%	3 2%	3 2%	-	-	-	-	36 100%	-	2 1%	9 5%	14 15%
The British National Party (BNP)	12 1%	7 1%	5 1%	8 4%	1 1%	1 1%	-	-	1 *	-	6 2%	4 2%	1 1%	-	-	-	-	-	12 50%	-	-	-
Some other party	12 1%	1 *	10 2%	4 2%	1 1%	3 2%	2 1%	2 1%	1 *	1 *	7 2%	3 1%	1 1%	-	-	-	-	-	12 50%	*	1 *	-
Would not vote	101 10%	46 9%	55 11%	20 9%	20 13%	31 20%	15 10%	6 4%	9 5%	6 3%	30 10%	28 14%	23 11%	-	-	-	-	-	-	9 4%	6 3%	-
Refused	60 6%	36 7%	24 5%	5 2%	3 2%	6 4%	13 8%	10 7%	21 11%	12 5%	13 4%	12 6%	19 9%	-	-	-	-	-	-	4 2%	6 3%	2 2%
Don't know	158 16%	62 12%	96 19%	44 20%	22 15%	20 13%	26 17%	20 14%	26 14%	36 15%	58 19%	23 11%	36 17%	-	-	-	-	-	-	36 15%	23 12%	19 20%

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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	517	254	263	26	64	67	90	110	159	240	108	62	98	205	169	16	90	29	9	195	153	54
Weighted base	483	269	215	97	65	65	77	81	98	139	144	98	97	176	172	16	80	23	15	152	121	56
Conservative	176	106	70	36	24	21	33	26	36	58	49	34	34	176	-	-	-	-	-	117	7	7
	36%	39%	33%	37%	38%	32%	43%	33%	37%	42%	34%	35%	35%	100%	-	-	-	-	-	77%	5%	13%
Labour	172	86	87	45	23	26	20	22	34	51	50	36	34	-	172	-	-	-	-	14	88	18
	36%	32%	40%	47%	36%	40%	26%	28%	35%	36%	35%	37%	35%	-	100%	-	-	-	-	9%	73%	32%
Liberal Democrat	16	9	8	2	2	2	2	5	3	5	5	2	4	-	-	16	-	-	-	-	2	13
	3%	3%	3%	2%	3%	3%	3%	7%	3%	4%	3%	2%	5%	-	-	100%	-	-	-	-	1%	23%
The UK Independence Party (UKIP)	80	47	33	5	4	10	16	23	21	13	24	21	21	-	-	-	80	-	-	19	17	10
	17%	18%	15%	6%	7%	15%	21%	29%	22%	10%	17%	21%	22%	-	-	-	100%	-	-	13%	14%	18%
The Green Party	23	13	10	*	9	3	5	3	2	11	8	1	1	-	-	-	-	23	-	2	7	8
	5%	5%	4%	*	14%	5%	7%	4%	2%	8%	5%	1%	1%	-	-	-	-	100%	-	1%	6%	15%
The British National Party (BNP)	7	6	1	5	1	*	-	-	1	-	4	2	1	-	-	-	-	-	7	-	-	-
	2%	2%	*	5%	2%	*	-	-	1%	-	3%	2%	1%	-	-	-	-	-	48%	-	-	-
Some other party	8	1	7	3	*	2	*	1	*	1	4	2	*	-	-	-	-	-	8	*	1	-
	2%	*	3%	3%	1%	4%	1%	1%	*	1%	3%	2%	1%	-	-	-	-	-	52%	*	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	37%
Labour	36%
Liberal Democrat	4%
UKIP	16%
Green	4%
Other	3%

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CATI Fieldwork : 22nd-25th October 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	456	544	62	146	147	170	187	285	396	224	131	215	263	226	23	129	41	15	293	226	86
Weighted base	1000	507	493	219	152	153	152	139	182	238	311	203	214	234	238	26	124	36	24	232	187	95
Conservative	261 26%	150 30%	111 23%	49 23%	43 28%	28 18%	42 28%	41 30%	58 32%	79 33%	85 27%	47 23%	49 23%	211 90%	7 3%	1 2%	12 10%	1 3%	2 9%	145 62%	15 8%	9 10%
Labour	251 25%	126 25%	124 25%	65 30%	40 26%	38 24%	29 19%	29 21%	50 27%	67 28%	72 23%	57 28%	52 24%	5 2%	221 93%	-	4 4%	7 20%	1 4%	19 8%	120 64%	26 28%
Liberal Democrat	32 3%	19 4%	14 3%	6 3%	4 3%	5 3%	3 2%	7 5%	6 3%	10 4%	12 4%	2 1%	8 4%	3 1%	2 1%	24 92%	2 2%	-	-	1 *	4 2%	15 16%
The UK Independence Party (UKIP)	95 10%	58 11%	37 8%	12 5%	6 4%	20 13%	17 11%	20 15%	21 12%	13 5%	30 10%	21 10%	27 12%	3 1%	1 *	-	90 73%	-	-	18 8%	14 8%	12 13%
The Green Party	22 2%	11 2%	11 2%	- -	7 5%	2 2%	7 5%	4 3%	1 1%	9 4%	7 2%	1 1%	2 1%	1 *	-	-	-	19 53%	-	3 1%	4 2%	8 9%
The British National Party (BNP)	15 1%	8 2%	7 1%	10 5%	1 1%	1 1%	- -	- -	2 1%	2 1%	7 2%	4 2%	1 1%	-	-	-	2 2%	1 2%	12 50%	-	1 *	-
Some other party	11 1%	4 1%	8 2%	6 3%	- -	2 1%	2 1%	1 1%	1 *	4 2%	5 2%	1 1%	1 *	-	1 *	-	-	-	7 31%	* *	-	-
Would not vote	101 10%	46 9%	55 11%	20 9%	20 13%	31 20%	15 10%	6 4%	9 5%	6 3%	30 10%	28 14%	23 11%	-	-	-	-	-	-	9 4%	6 3%	-
Refused	42 4%	25 5%	17 4%	- -	2 2%	5 3%	12 8%	8 6%	12 7%	10 4%	6 2%	10 5%	14 7%	-	-	-	-	-	-	2 1%	1 *	-
Don't know	170 17%	61 12%	109 22%	50 23%	28 18%	22 14%	26 17%	22 16%	22 12%	38 16%	57 18%	31 15%	37 17%	11 5%	8 3%	2 6%	13 10%	8 22%	1 6%	35 15%	22 12%	24 25%

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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	540	268	272	25	65	69	93	113	175	251	114	61	105	197	164	15	83	26	8	206	159	54
Weighted base	496	280	216	96	65	65	79	81	109	141	152	95	101	168	168	16	73	19	14	156	127	55
Conservative	199	119	80	36	29	20	34	32	48	62	62	34	39	160	5	*	9	1	1	122	13	8
	40%	43%	37%	37%	45%	31%	43%	40%	44%	44%	41%	36%	39%	95%	3%	3%	12%	4%	5%	78%	10%	14%
Labour	184	94	90	45	25	29	23	24	39	51	53	41	37	3	162	-	4	6	1	15	98	19
	37%	34%	42%	47%	39%	44%	29%	29%	35%	36%	35%	43%	37%	2%	96%	-	5%	29%	6%	10%	77%	35%
Liberal Democrat	20	13	7	2	3	2	3	6	4	6	6	2	6	1	1	15	1	-	-	1	3	13
	4%	4%	3%	2%	4%	3%	4%	8%	4%	4%	4%	2%	6%	*	1%	97%	1%	-	-	*	3%	23%
The UK Independence Party (UKIP)	62	39	23	4	2	10	13	16	16	11	18	16	17	3	*	-	58	-	-	16	9	9
	13%	14%	11%	4%	4%	16%	17%	20%	15%	7%	12%	17%	17%	2%	*	-	78%	-	-	10%	7%	17%
The Green Party	14	7	7	-	4	1	6	2	*	8	5	*	*	1	-	-	-	12	-	2	3	5
	3%	2%	3%	-	7%	2%	7%	3%	*	5%	3%	*	*	1%	-	-	-	62%	-	1%	2%	10%
The British National Party (BNP)	10	7	3	7	1	*	-	-	1	2	5	2	1	-	-	-	2	1	7	-	1	-
	2%	3%	1%	7%	2%	*	-	-	1%	1%	3%	2%	1%	-	-	-	2%	4%	52%	-	1%	-
Some other party	7	1	5	3	-	2	*	1	*	2	3	1	1	-	*	-	-	-	5	*	-	-
	1%	*	2%	3%	-	2%	1%	1%	*	1%	2%	1%	1%	-	*	-	-	-	37%	*	-	-

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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	40%
Labour	37%
Liberal Democrat	5%
UKIP	12%
Green	3%
Other	3%

Loughborough 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	456	544	62	146	147	170	187	285	396	224	131	215	263	226	23	129	41	15	293	226	86
Weighted base	1000	507	493	219	152	153	152	139	182	238	311	203	214	234	238	26	124	36	24	232	187	95
I would not vote UKIP	592	301	291	138	107	93	76	77	99	165	196	100	117	161	202	21	-	33	15	135	135	65
	59%	59%	59%	63%	70%	61%	50%	56%	54%	70%	63%	50%	55%	69%	85%	82%	-	93%	62%	58%	72%	69%
I would not vote Liberal Democrat	580	298	282	122	88	85	79	87	119	144	169	130	125	157	166	-	91	19	16	166	131	37
	58%	59%	57%	56%	58%	55%	52%	62%	65%	61%	54%	64%	58%	67%	69%	-	74%	53%	68%	71%	70%	39%
I would not vote Conservative	435	210	224	93	64	74	64	65	73	90	137	100	94	-	172	20	76	26	18	32	135	61
	43%	41%	45%	43%	42%	48%	42%	47%	40%	38%	44%	49%	44%	-	72%	79%	61%	73%	78%	14%	72%	65%
I would not vote Labour	393	199	193	65	60	64	69	61	73	94	120	82	83	162	-	15	83	12	11	155	24	30
	39%	39%	39%	30%	40%	42%	45%	44%	40%	39%	38%	41%	39%	69%	-	58%	67%	34%	48%	67%	13%	32%
None of these - I would potentially vote for all of them	119	56	63	28	19	20	19	11	19	19	37	25	28	13	15	-	16	-	4	21	9	5
	12%	11%	13%	13%	12%	13%	12%	8%	10%	8%	12%	12%	13%	5%	6%	-	13%	-	15%	9%	5%	5%
Don't know	14	6	7	-	2	3	2	2	4	3	1	5	4	-	-	-	-	-	-	-	-	1
	1%	1%	2%	-	1%	2%	1%	1%	2%	1%	*	2%	2%	-	-	-	-	-	-	-	-	1%

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Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	456	544	62	146	147	170	187	285	396	224	131	215	263	226	23	129	41	15	293	226	86	
Weighted base	1000	507	493	219	152	153	152	139	182	238	311	203	214	234	238	26	124	36	24	232	187	95	
NET: Well	567	319	248	148	102	69	89	67	91	153	189	109	102	181	142	18	46	20	14	161	91	45	
	57%	63%	50%	68%	67%	45%	59%	49%	50%	64%	61%	54%	48%	78%	59%	70%	37%	55%	58%	69%	49%	48%	
Very well	(4)	27	18	9	10	4	2	2	4	4	5	4	6	8	9	7	-	4	-	2	8	-	-
		3%	4%	2%	5%	3%	2%	1%	3%	2%	2%	1%	3%	4%	4%	3%	-	3%	-	10%	3%	-	-
Quite well	(3)	540	301	239	138	98	67	88	63	86	147	184	103	94	172	135	18	42	20	11	153	91	45
		54%	59%	49%	63%	64%	43%	58%	46%	47%	62%	59%	51%	44%	74%	57%	70%	34%	55%	48%	66%	49%	48%
Quite badly	(2)	314	128	186	59	40	63	48	49	55	68	101	60	75	36	75	7	63	13	4	47	69	41
		31%	25%	38%	27%	26%	41%	32%	35%	30%	29%	32%	29%	35%	16%	32%	26%	51%	35%	15%	20%	37%	44%
Very badly	(1)	74	38	35	6	5	19	12	15	18	9	11	28	24	8	15	-	11	3	2	14	16	6
		7%	8%	7%	3%	3%	13%	8%	11%	10%	4%	4%	14%	11%	4%	6%	-	9%	9%	8%	6%	8%	6%
NET: Badly		388	166	221	65	45	82	60	64	72	77	112	87	99	45	91	7	74	16	6	62	85	47
		39%	33%	45%	30%	29%	54%	40%	46%	40%	32%	36%	43%	46%	19%	38%	26%	60%	43%	24%	27%	46%	49%
Don't know		45	22	24	6	6	2	3	8	19	8	10	7	14	8	6	1	3	1	4	10	10	3
		5%	4%	5%	3%	4%	1%	2%	5%	10%	3%	3%	3%	6%	3%	3%	4%	3%	2%	18%	4%	5%	3%
Mean		2.54	2.61	2.47	2.72	2.69	2.35	2.53	2.43	2.48	2.65	2.60	2.44	2.43	2.81	2.57	2.73	2.33	2.47	2.74	2.69	2.43	2.43
Standard deviation		0.68	0.69	0.66	0.59	0.58	0.72	0.66	0.73	0.72	0.59	0.59	0.77	0.75	0.56	0.66	0.45	0.69	0.66	0.83	0.64	0.65	0.61
Standard error		0.02	0.03	0.03	0.08	0.05	0.06	0.05	0.05	0.05	0.03	0.04	0.07	0.05	0.04	0.04	0.10	0.06	0.11	0.23	0.04	0.04	0.07

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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	456	544	62	146	147	170	187	285	396	224	131	215	263	226	23	129	41	15	293	226	86	
Weighted base	1000	507	493	219	152	153	152	139	182	238	311	203	214	234	238	26	124	36	24	232	187	95	
NET: Well	649	360	289	175	109	77	95	83	110	175	214	132	103	204	159	18	65	23	10	185	104	50	
		65%	71%	59%	80%	72%	50%	62%	60%	74%	69%	65%	48%	87%	67%	71%	53%	63%	41%	80%	56%	53%	
Very well	(4)	61	48	13	23	6	9	6	5	11	17	11	16	12	19	11	1	6	3	6	18	6	2
		6%	9%	3%	11%	4%	6%	4%	4%	6%	7%	4%	8%	6%	8%	4%	3%	5%	8%	25%	8%	3%	2%
Quite well	(3)	589	312	277	152	104	68	89	78	98	158	203	116	91	185	149	17	59	20	4	167	98	47
		59%	62%	56%	69%	68%	44%	58%	56%	54%	66%	65%	57%	42%	79%	62%	67%	47%	55%	16%	72%	53%	50%
Quite badly	(2)	244	101	143	31	27	61	39	39	47	52	67	48	71	23	59	6	43	13	7	33	65	29
		24%	20%	29%	14%	18%	40%	26%	28%	26%	22%	21%	24%	33%	10%	25%	22%	35%	36%	32%	14%	35%	31%
Very badly	(1)	67	25	42	8	9	15	16	9	11	3	21	18	25	4	14	-	13	-	7	8	11	12
		7%	5%	9%	4%	6%	10%	11%	7%	6%	1%	7%	9%	12%	2%	6%	-	10%	-	28%	3%	6%	12%
NET: Badly		311	126	185	39	35	76	55	48	58	55	87	66	97	27	73	6	56	13	14	40	76	41
		31%	25%	38%	18%	23%	49%	36%	35%	32%	23%	28%	33%	45%	12%	31%	22%	45%	36%	59%	17%	41%	43%
Don't know		40	21	19	5	8	1	2	8	14	8	10	4	14	2	6	2	3	*	-	7	7	4
		4%	4%	4%	2%	5%	1%	1%	5%	8%	3%	3%	2%	7%	1%	3%	7%	2%	1%	-	3%	4%	5%
Mean		2.67	2.79	2.55	2.89	2.73	2.46	2.57	2.60	2.66	2.82	2.68	2.65	2.45	2.95	2.67	2.80	2.48	2.72	2.38	2.87	2.55	2.45
Standard deviation		0.70	0.68	0.69	0.63	0.63	0.75	0.74	0.68	0.70	0.57	0.66	0.75	0.79	0.50	0.66	0.49	0.76	0.62	1.16	0.59	0.66	0.75
Standard error		0.02	0.03	0.03	0.08	0.05	0.06	0.06	0.05	0.04	0.03	0.04	0.07	0.06	0.03	0.04	0.11	0.07	0.10	0.30	0.04	0.05	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**

	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	456	544	62	146	147	170	187	285	396	224	131	215	263	226	23	129	41	15	293	226	86
Weighted base	1000	507	493	219	152	153	152	139	182	238	311	203	214	234	238	26	124	36	24	232	187	95
I am satisfied with the job David Cameron is doing overall as Prime Minister	346 35%	192 38%	153 31%	81 37%	63 41%	41 27%	50 33%	40 29%	68 38%	92 39%	114 37%	64 32%	67 31%	160 69%	38 16%	4 17%	38 31%	3 9%	3 11%	123 53%	33 18%	9 10%
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	303 30%	147 29%	156 32%	80 36%	39 25%	50 33%	56 37%	39 28%	41 22%	74 31%	83 27%	83 41%	53 25%	71 31%	50 21%	14 56%	48 39%	15 42%	5 23%	86 37%	33 18%	35 37%
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.	247 25%	113 22%	134 27%	51 23%	35 23%	35 23%	33 22%	43 31%	50 28%	61 26%	87 28%	33 17%	62 29%	1 *	143 60%	5 19%	27 22%	13 37%	12 51%	17 7%	105 56%	41 43%
Refused	31 3%	19 4%	12 3%	2 1%	6 4%	6 4%	3 2%	7 5%	7 4%	4 2%	6 2%	8 4%	8 4%	- -	- -	- -	3 2%	* 1%	2 9%	2 1%	* *	1 1%
Don't know	72 7%	35 7%	37 8%	5 2%	10 6%	21 14%	10 7%	9 7%	15 8%	6 2%	21 7%	13 7%	24 11%	1 *	8 3%	2 8%	8 6%	4 12%	1 6%	5 2%	16 8%	8 9%

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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	456	544	62	146	147	170	187	285	396	224	131	215	263	226	23	129	41	15	293	226	86
Weighted base	1000	507	493	219	152	153	152	139	182	238	311	203	214	234	238	26	124	36	24	232	187	95
The Conservatives	185 19%	98 19%	87 18%	12 6%	32 21%	17 11%	41 27%	38 28%	44 24%	59 25%	51 16%	36 18%	28 13%	48 20%	46 19%	2 9%	24 20%	11 29%	- -	48 20%	49 26%	25 27%
Labour	142 14%	85 17%	57 12%	17 8%	22 15%	26 17%	28 19%	18 13%	28 15%	34 14%	34 11%	33 16%	38 18%	30 13%	43 18%	- -	20 16%	8 23%	2 7%	22 9%	41 22%	16 16%
The UK Independence Party (UKIP)	83 8%	45 9%	38 8%	9 4%	28 18%	12 8%	12 8%	14 10%	8 5%	20 8%	22 7%	15 8%	20 9%	16 7%	18 7%	2 9%	20 17%	6 18%	2 9%	10 4%	15 8%	15 16%
The Liberal Democrat	29 3%	18 4%	10 2%	- -	7 5%	3 2%	10 6%	5 3%	4 2%	4 2%	7 2%	8 4%	9 4%	3 1%	5 2%	2 7%	3 2%	3 8%	1 5%	2 1%	6 3%	5 5%
None of them	674 67%	326 64%	348 71%	183 84%	91 60%	104 68%	94 61%	81 59%	120 66%	151 64%	220 71%	140 69%	145 68%	154 66%	154 65%	20 76%	80 65%	16 45%	20 83%	165 71%	105 56%	49 52%
Don't know	18 2%	9 2%	9 2%	4 2%	3 2%	5 4%	2 1%	1 *	3 1%	3 1%	5 1%	3 2%	4 2%	5 2%	3 1%	- -	- -	2 5%	1 6%	4 2%	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	456	544	62	146	147	170	187	285	396	224	131	215	263	226	23	129	41	15	293	226	86
Weighted base	1000	507	493	219	152	153	152	139	182	238	311	203	214	234	238	26	124	36	24	232	187	95
A Labour government	307	150	158	76	44	47	41	43	56	71	106	62	65	3	188	-	37	11	12	17	119	32
	31%	30%	32%	35%	29%	30%	27%	31%	31%	30%	34%	30%	30%	1%	79%	-	30%	30%	51%	7%	64%	34%
A Conservative government	298	166	132	67	43	42	48	41	58	84	86	66	60	200	6	2	28	3	5	161	9	7
	30%	33%	27%	31%	28%	27%	31%	29%	32%	35%	28%	33%	28%	86%	2%	9%	23%	9%	22%	69%	5%	7%
A coalition between Labour and the Liberal Democrats	128	59	69	26	23	22	20	13	23	30	35	26	35	1	39	15	17	16	2	7	35	31
	13%	12%	14%	12%	15%	14%	13%	9%	13%	13%	11%	13%	16%	1%	16%	59%	14%	44%	11%	3%	19%	32%
A coalition between the Conservatives and the Liberal Democrats	101	49	52	17	16	18	16	17	17	26	40	12	23	27	5	6	15	5	*	23	11	15
	10%	10%	10%	8%	10%	12%	10%	12%	9%	11%	13%	6%	11%	12%	2%	25%	12%	15%	1%	10%	6%	15%
Don't know	165	83	82	33	26	25	27	25	27	27	45	36	32	2	1	2	27	1	4	24	11	10
	17%	16%	17%	15%	17%	16%	18%	18%	15%	11%	14%	18%	15%	1%	1%	7%	22%	2%	15%	10%	6%	11%

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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	456 46%	507 51%
Female	544 54%	493 49%

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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	62 6%	219 22%
25-34	146 15%	152 15%
35-44	147 15%	153 15%
45-54	170 17%	152 15%
55-64	187 19%	139 14%
65 or older	285 29%	182 18%
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	110 11%	65 7%
B	286 29%	172 17%
C1	224 22%	311 31%
C2	131 13%	203 20%
D	84 8%	92 9%
E	131 13%	123 12%
Refused	34 3%	34 3%

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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	293 29%	232 23%
Labour	226 23%	187 19%
Liberal Democrats	86 9%	95 9%
Another party	39 4%	34 3%
Did not vote	260 26%	366 37%
Refused	50 5%	40 4%
Don't know	46 5%	47 5%