

Northampton North Poll

CATI Fieldwork : 2nd-14th 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	463	537	56	122	139	186	200	295	354	204	158	249	235	214	46	185	24	5	270	197	114	
Weighted base	1000	486	514	137	182	175	164	146	194	162	299	219	285	200	236	54	195	22	6	199	169	145	
Certain to vote	(10)	504	264	241	34	73	83	94	90	129	85	172	94	134	129	129	29	113	11	1	140	119	89
		50%	54%	47%	25%	40%	47%	57%	62%	66%	52%	58%	43%	47%	64%	55%	53%	58%	49%	19%	71%	71%	61%
	(9)	68	33	35	11	17	8	11	5	15	8	29	11	18	17	16	7	12	2	-	14	9	16
		7%	7%	7%	8%	9%	5%	6%	3%	8%	5%	10%	5%	6%	8%	7%	14%	6%	10%	-	7%	6%	11%
	(8)	73	40	33	11	17	16	10	8	11	15	16	14	28	16	19	1	19	1	2	17	10	10
		7%	8%	6%	8%	10%	9%	6%	6%	6%	9%	5%	6%	10%	8%	8%	2%	10%	7%	31%	9%	6%	7%
	(7)	61	29	33	16	12	8	8	9	8	10	19	21	12	10	28	4	12	3	1	5	12	9
		6%	6%	6%	12%	7%	4%	5%	6%	4%	6%	6%	9%	4%	5%	12%	8%	6%	12%	9%	3%	7%	6%
	(6)	35	8	27	11	4	9	2	6	4	7	4	10	11	5	10	3	12	1	-	2	4	2
		4%	2%	5%	8%	2%	5%	1%	4%	2%	5%	1%	5%	4%	3%	4%	6%	6%	5%	-	1%	2%	2%
	(5)	87	41	46	21	11	19	14	12	10	14	21	23	28	14	25	3	16	*	3	13	8	6
		9%	8%	9%	15%	6%	11%	9%	8%	5%	9%	7%	11%	10%	7%	10%	6%	8%	1%	41%	6%	5%	4%
	(4)	15	5	10	3	5	3	*	1	2	2	3	5	4	6	3	-	2	2	-	-	2	1
		1%	1%	2%	2%	3%	2%	*	1%	1%	1%	1%	2%	2%	3%	1%	-	1%	8%	-	-	1%	1%
	(3)	25	5	20	-	8	6	5	3	3	2	3	8	12	2	5	5	9	1	-	1	2	5
		2%	1%	4%	-	4%	3%	3%	2%	2%	1%	1%	4%	4%	1%	2%	9%	5%	6%	-	*	1%	4%
	(2)	7	-	7	-	1	2	3	1	-	2	1	3	1	2	-	1	1	1	-	-	-	-
		1%	-	1%	-	1%	1%	2%	1%	-	1%	*	1%	*	1%	-	2%	*	3%	-	-	-	-
Definitely would not vote	(1)	122	59	63	30	33	22	17	10	10	17	32	30	35	-	-	-	-	-	5	2	6	
		12%	12%	12%	22%	18%	13%	11%	7%	5%	11%	11%	14%	12%	-	-	-	-	-	3%	1%	4%	
Don't know		3	2	1	-	-	-	-	1	2	-	-	-	1	-	-	-	-	-	1	1	-	
		*	*	*	-	-	-	-	1%	1%	-	-	-	*	-	-	-	-	-	*	1%	-	
Mean		7.61	7.86	7.36	6.24	6.98	7.34	7.87	8.25	8.68	7.77	8.09	7.10	7.43	8.82	8.49	8.23	8.49	8.04	7.06	9.04	9.01	8.60
Standard deviation		3.17	3.09	3.22	3.29	3.47	3.23	3.13	2.77	2.48	3.04	2.99	3.27	3.20	1.96	2.01	2.51	2.16	2.56	2.09	1.97	1.92	2.44
Standard error		0.10	0.14	0.14	0.44	0.31	0.27	0.23	0.20	0.14	0.16	0.21	0.26	0.20	0.13	0.14	0.37	0.16	0.52	0.93	0.12	0.14	0.23

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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	463	537	56	122	139	186	200	295	354	204	158	249	235	214	46	185	24	5	270	197	114
Weighted base	1000	486	514	137	182	175	164	146	194	162	299	219	285	200	236	54	195	22	6	199	169	145
Conservative	200 20%	96 20%	105 20%	21 16%	38 21%	35 20%	28 17%	28 19%	50 26%	39 24%	63 21%	50 23%	47 16%	200 100%	-	-	-	-	-	111 56%	7 4%	22 15%
Labour	236 24%	115 24%	120 23%	39 28%	62 34%	44 25%	33 20%	25 17%	31 16%	38 23%	73 24%	42 19%	76 27%	-	236 100%	-	-	-	-	6 3%	113 67%	38 26%
Liberal Democrat	54 5%	30 6%	23 5%	1 1%	10 6%	9 5%	14 9%	8 6%	11 6%	8 5%	23 8%	6 3%	13 5%	-	-	54 100%	-	-	-	5 2%	5 3%	27 18%
The UK Independence Party (UKIP)	195 20%	102 21%	93 18%	22 16%	19 11%	37 21%	38 23%	39 27%	40 21%	19 12%	54 18%	52 24%	67 24%	-	-	-	195 100%	-	-	45 23%	19 11%	29 20%
The Green Party	22 2%	11 2%	11 2%	5 4%	3 2%	4 2%	3 2%	6 4%	2 1%	9 5%	4 1%	3 2%	7 2%	-	-	-	-	22 100%	-	* *	3 2%	5 3%
The British National Party (BNP)	1 *	1 *	-	-	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	1 14%	-	-	-
Some other party	5 1%	* *	5 1%	-	3 1%	3 1%	* *	-	-	1 1%	-	2 1%	3 1%	-	-	-	-	-	5 86%	1 *	* *	3 2%
Would not vote	122 12%	59 12%	63 12%	30 22%	33 18%	22 13%	17 11%	10 7%	10 5%	17 11%	32 11%	30 14%	35 12%	-	-	-	-	-	-	5 3%	2 1%	6 4%
Refused	74 7%	41 9%	33 6%	8 6%	6 4%	5 3%	17 11%	19 13%	17 9%	11 7%	23 8%	17 8%	16 6%	-	-	-	-	-	-	9 4%	4 2%	6 4%
Don't know	91 9%	30 6%	61 12%	10 7%	8 5%	17 10%	13 8%	11 7%	32 17%	19 12%	28 9%	16 7%	22 8%	-	-	-	-	-	-	17 8%	15 9%	10 7%

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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	511	258	252	19	58	72	96	103	163	184	116	76	125	178	153	30	132	14	3	183	131	71
Weighted base	491	262	229	49	91	84	84	77	106	80	168	94	139	146	159	35	133	14	3	135	115	91
Conservative	146	72	74	10	30	25	22	22	38	29	51	30	35	146	-	-	-	-	-	91	6	19
	30%	28%	32%	21%	33%	30%	26%	28%	36%	36%	30%	32%	25%	100%	-	-	-	-	-	67%	5%	21%
Labour	159	84	74	21	37	31	25	17	26	25	55	21	54	-	159	-	-	-	-	5	93	26
	32%	32%	33%	44%	41%	37%	29%	22%	25%	32%	32%	23%	39%	-	100%	-	-	-	-	3%	81%	29%
Liberal Democrat	35	22	13	*	6	6	8	6	9	5	19	2	6	-	-	35	-	-	-	4	3	22
	7%	8%	6%	*	6%	7%	10%	8%	8%	7%	11%	3%	4%	-	-	100%	-	-	-	3%	2%	24%
The UK Independence Party (UKIP)	133	75	58	13	14	19	27	28	31	14	41	35	41	-	-	-	133	-	-	35	11	20
	27%	29%	25%	27%	16%	23%	33%	36%	29%	18%	24%	37%	30%	-	-	-	100%	-	-	26%	9%	22%
The Green Party	14	7	7	4	2	2	2	4	1	6	3	3	2	-	-	-	-	14	-	*	2	4
	3%	3%	3%	8%	2%	2%	2%	5%	1%	7%	2%	3%	2%	-	-	-	-	100%	-	*	2%	4%
The British National Party (BNP)	1	1	-	-	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-	-	27%	-	-	-
Some other party	2	*	2	-	1	*	*	-	-	1	-	1	*	-	-	-	-	-	2	*	*	*
	*	*	1%	-	2%	*	*	-	-	1%	-	1%	*	-	-	-	-	-	73%	*	*	*

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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	30%
Labour	32%
Liberal Democrat	8%
UKIP	26%
Green	3%
Other	1%

Northampton North Poll

CATI Fieldwork : 2nd-14th 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	463	537	56	122	139	186	200	295	354	204	158	249	235	214	46	185	24	5	270	197	114
Weighted base	1000	486	514	137	182	175	164	146	194	162	299	219	285	200	236	54	195	22	6	199	169	145
Conservative	213 21%	96 20%	117 23%	16 12%	40 22%	32 18%	33 20%	30 21%	62 32%	39 24%	68 23%	49 22%	53 19%	173 87%	3 1%	4 8%	12 6%	- -	3 40%	117 59%	4 2%	22 15%
Labour	257 26%	126 26%	131 25%	50 37%	56 31%	50 29%	37 22%	30 20%	33 17%	39 24%	75 25%	49 22%	84 29%	8 4%	216 92%	6 11%	6 3%	2 9%	- -	11 6%	126 75%	37 26%
Liberal Democrat	68 7%	35 7%	32 6%	1 1%	14 7%	14 8%	11 7%	13 9%	15 8%	12 8%	27 9%	9 4%	19 7%	7 3%	6 2%	37 68%	8 4%	3 15%	- -	10 5%	3 2%	33 23%
The UK Independence Party (UKIP)	163 16%	96 20%	68 13%	19 14%	20 11%	29 17%	33 20%	33 22%	29 15%	17 10%	44 15%	45 20%	53 19%	2 1%	2 1%	1 3%	154 79%	1 3%	1 19%	36 18%	19 12%	23 16%
The Green Party	17 2%	8 2%	9 2%	5 4%	3 2%	2 1%	* *	5 3%	2 1%	8 5%	3 1%	3 2%	3 1%	- -	* *	1 1%	- -	13 60%	- -	1 *	1 1%	5 4%
The British National Party (BNP)	6 1%	5 1%	1 *	3 2%	- -	- -	1 1%	1 1%	1 *	- -	1 *	5 2%	- -	1 *	2 1%	- -	3 2%	- -	- -	1 *	- -	- -
Some other party	3 *	- -	3 1%	- -	- -	3 1%	- -	* *	- -	* *	- -	- -	3 1%	- -	- -	- -	- -	- -	3 41%	- -	- -	3 2%
Would not vote	122 12%	59 12%	63 12%	30 22%	33 18%	22 13%	17 11%	10 7%	10 5%	17 11%	32 11%	30 14%	35 12%	- -	- -	- -	- -	- -	- -	5 3%	2 1%	6 4%
Refused	45 4%	22 4%	23 4%	5 3%	4 2%	3 2%	12 7%	10 7%	10 5%	7 5%	13 4%	9 4%	11 4%	- -	- -	- -	- -	- -	- -	4 2%	1 1%	2 2%
Don't know	107 11%	40 8%	67 13%	8 6%	13 7%	21 12%	19 12%	14 9%	32 16%	21 13%	37 12%	21 10%	25 9%	9 5%	7 3%	5 9%	12 6%	3 13%	- -	15 7%	11 7%	12 8%

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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

	Gender		Age						SEG				Voting Intention						2010 Vote			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	532	264	269	21	56	72	100	109	173	190	121	78	130	172	149	28	122	13	3	194	136	75
Weighted base	508	269	239	54	88	86	86	80	113	82	171	98	143	142	155	33	125	13	3	142	119	93
Conservative	158	71	87	7	31	25	25	23	48	29	55	31	40	130	1	2	8	-	1	95	3	19
	31%	27%	36%	12%	35%	29%	29%	29%	42%	35%	32%	32%	28%	92%	1%	7%	7%	-	51%	67%	2%	20%
Labour	176	93	83	30	32	36	28	21	28	26	58	26	59	5	146	5	4	2	-	8	103	25
	35%	35%	35%	55%	37%	42%	32%	26%	25%	32%	34%	27%	41%	3%	95%	14%	3%	14%	-	6%	87%	27%
Liberal Democrat	43	25	18	*	8	8	7	10	11	8	22	4	9	5	4	24	4	2	-	8	1	26
	8%	9%	8%	*	9%	9%	8%	12%	10%	10%	13%	4%	6%	4%	3%	73%	3%	13%	-	6%	1%	28%
The UK Independence Party (UKIP)	114	72	43	13	14	16	25	23	24	13	34	31	33	1	1	1	108	*	1	29	12	18
	23%	27%	18%	24%	16%	18%	30%	29%	21%	15%	20%	32%	23%	1%	1%	4%	87%	*	38%	20%	10%	19%
The Green Party	13	6	7	4	2	2	*	3	2	6	3	3	1	-	*	1	-	10	-	*	*	5
	3%	2%	3%	8%	3%	2%	*	4%	2%	7%	1%	3%	1%	-	*	2%	-	73%	-	*	*	5%
The British National Party (BNP)	3	2	1	*	-	-	1	1	1	-	1	2	-	1	2	-	*	-	-	1	-	-
	1%	1%	*	1%	-	-	1%	1%	1%	-	*	2%	-	1%	1%	-	*	-	-	1%	-	-
Some other party	*	-	*	-	-	*	-	*	-	*	-	-	*	-	-	-	-	-	*	-	-	*
	*	-	*	-	-	*	-	*	-	*	-	-	*	-	-	-	-	-	11%	-	-	*

Northampton North 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	31%
Labour	35%
Liberal Democrat	9%
UKIP	22%
Green	2%
Other	1%

Northampton North Poll

CATI Fieldwork : 2nd-14th October 2014

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	463	537	56	122	139	186	200	295	354	204	158	249	235	214	46	185	24	5	270	197	114
Weighted base	1000	486	514	137	182	175	164	146	194	162	299	219	285	200	236	54	195	22	6	199	169	145
I would not vote Liberal Democrat	591 59%	313 64%	278 54%	82 60%	98 54%	105 60%	100 61%	86 59%	119 61%	91 56%	162 54%	142 65%	183 64%	131 66%	160 68%	- -	151 77%	10 45%	4 64%	138 70%	121 72%	63 43%
I would not vote UKIP	530 53%	248 51%	282 55%	75 55%	111 61%	89 51%	84 51%	70 48%	99 51%	105 65%	159 53%	106 48%	144 50%	137 69%	188 80%	39 73%	- -	21 93%	2 31%	100 50%	117 69%	96 67%
I would not vote Labour	475 48%	235 48%	240 47%	54 40%	68 37%	85 49%	77 47%	76 52%	114 59%	69 42%	142 48%	120 55%	132 46%	156 78%	- -	29 54%	155 79%	8 37%	6 91%	157 79%	14 8%	75 52%
I would not vote Conservative	471 47%	238 49%	233 45%	63 46%	85 46%	93 53%	88 54%	65 44%	76 39%	64 40%	136 45%	115 53%	141 50%	- -	176 75%	27 50%	125 64%	17 77%	4 60%	31 15%	129 76%	75 52%
None of these - I would potentially vote for all of them	95 10%	39 8%	56 11%	23 17%	15 8%	18 10%	15 9%	10 7%	14 7%	14 9%	24 8%	21 10%	31 11%	14 7%	16 7%	4 7%	7 4%	- -	- -	11 6%	8 5%	5 4%
Don't know	29 3%	12 2%	17 3%	4 3%	8 4%	3 2%	4 3%	7 5%	3 1%	3 2%	8 3%	7 3%	5 2%	- -	- -	- -	3 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	463	537	56	122	139	186	200	295	354	204	158	249	235	214	46	185	24	5	270	197	114	
Weighted base	1000	486	514	137	182	175	164	146	194	162	299	219	285	200	236	54	195	22	6	199	169	145	
NET: Well	567	307	260	76	111	96	84	84	116	97	193	117	139	165	132	29	92	11	1	148	86	97	
	57%	63%	51%	56%	61%	55%	51%	58%	60%	60%	64%	53%	49%	82%	56%	55%	47%	48%	14%	75%	51%	67%	
Very well	(4)	62	39	23	12	14	12	7	4	14	8	25	6	18	19	8	5	9	-	-	14	8	5
		6%	8%	5%	9%	7%	7%	4%	2%	7%	5%	8%	3%	6%	10%	4%	9%	4%	-	-	7%	5%	4%
Quite well	(3)	505	268	237	64	97	83	77	81	102	89	168	111	121	145	123	25	84	11	1	134	78	92
		50%	55%	46%	47%	53%	48%	47%	55%	53%	55%	56%	50%	43%	73%	52%	46%	43%	48%	14%	67%	46%	63%
Quite badly	(2)	308	132	176	40	53	64	65	45	40	48	82	78	91	24	80	21	79	9	3	37	55	38
		31%	27%	34%	29%	29%	37%	39%	31%	20%	30%	27%	36%	32%	12%	34%	40%	41%	45%	18%	33%	26%	
Very badly	(1)	84	39	46	14	15	13	12	10	20	11	15	17	40	7	20	2	20	2	3	10	22	6
		8%	8%	9%	10%	8%	8%	7%	7%	10%	7%	5%	8%	14%	3%	9%	3%	10%	7%	41%	5%	13%	4%
NET: Badly		393	171	222	54	68	77	76	55	60	59	97	95	132	30	101	23	99	11	5	46	77	44
		39%	35%	43%	39%	37%	44%	46%	38%	31%	36%	32%	44%	46%	15%	43%	43%	51%	48%	86%	23%	46%	31%
Don't know		40	8	32	7	3	2	4	6	18	6	10	7	14	5	3	1	4	1	-	4	6	3
		4%	2%	6%	5%	2%	1%	3%	4%	9%	4%	3%	3%	5%	3%	1%	2%	2%	5%	-	2%	3%	2%
Mean		2.57	2.64	2.49	2.57	2.61	2.55	2.49	2.56	2.63	2.60	2.70	2.50	2.43	2.91	2.51	2.62	2.42	2.42	1.73	2.79	2.44	2.68
Standard deviation		0.74	0.75	0.73	0.80	0.75	0.74	0.69	0.67	0.79	0.70	0.70	0.69	0.82	0.59	0.71	0.70	0.74	0.64	0.75	0.64	0.79	0.62
Standard error		0.02	0.04	0.03	0.11	0.07	0.06	0.05	0.05	0.05	0.04	0.05	0.06	0.05	0.04	0.05	0.10	0.06	0.13	0.04	0.06	0.06	0.06

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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	463	537	56	122	139	186	200	295	354	204	158	249	235	214	46	185	24	5	270	197	114
Weighted base	1000	486	514	137	182	175	164	146	194	162	299	219	285	200	236	54	195	22	6	199	169	145
NET: Well	578	309	269	86	109	95	87	83	118	112	176	131	139	163	117	31	94	9	3	141	87	89
	58%	64%	52%	63%	60%	55%	53%	57%	61%	69%	59%	60%	49%	81%	50%	57%	48%	43%	50%	71%	52%	61%
Very well	(4) 70	44	25	19	15	6	10	5	14	9	24	13	19	20	4	5	13	1	-	14	7	4
	7%	9%	5%	14%	8%	4%	6%	3%	7%	6%	8%	6%	7%	10%	2%	9%	7%	3%	-	7%	4%	3%
Quite well	(3) 508	264	244	67	94	89	76	78	104	102	152	118	121	143	113	26	81	9	3	127	80	84
	51%	54%	47%	49%	52%	51%	46%	54%	53%	63%	51%	54%	42%	71%	48%	48%	41%	40%	50%	64%	47%	58%
Quite badly	(2) 316	132	184	40	59	61	61	46	46	39	99	74	95	30	93	22	71	13	1	47	56	50
	32%	27%	36%	29%	32%	35%	37%	32%	24%	24%	33%	34%	34%	15%	39%	40%	36%	57%	9%	24%	33%	35%
Very badly	(1) 72	38	35	11	12	14	11	10	15	7	18	8	38	1	20	1	24	-	3	8	20	6
	7%	8%	7%	8%	6%	8%	7%	7%	8%	4%	6%	4%	13%	1%	9%	2%	12%	-	41%	4%	12%	4%
NET: Badly	388	170	218	51	71	75	73	56	61	46	116	82	133	31	113	23	95	13	3	55	76	56
	39%	35%	42%	37%	39%	43%	44%	39%	32%	28%	39%	37%	47%	16%	48%	43%	48%	57%	50%	28%	45%	39%
Don't know	33	7	26	-	3	5	5	6	15	4	8	6	12	6	5	*	6	-	-	3	5	*
	3%	1%	5%	-	1%	3%	3%	4%	8%	3%	3%	3%	4%	3%	2%	*	3%	-	-	1%	3%	*
Mean	2.60	2.66	2.53	2.69	2.62	2.52	2.54	2.56	2.65	2.72	2.62	2.64	2.44	2.94	2.44	2.64	2.45	2.46	2.09	2.75	2.45	2.60
Standard deviation	0.73	0.75	0.70	0.81	0.73	0.70	0.73	0.69	0.75	0.64	0.72	0.65	0.82	0.53	0.68	0.68	0.80	0.57	1.04	0.64	0.77	0.62
Standard error	0.02	0.04	0.03	0.11	0.07	0.06	0.05	0.05	0.05	0.03	0.05	0.05	0.05	0.04	0.05	0.10	0.06	0.12	0.46	0.04	0.06	0.06

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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	463	537	56	122	139	186	200	295	354	204	158	249	235	214	46	185	24	5	270	197	114
Weighted base	1000	486	514	137	182	175	164	146	194	162	299	219	285	200	236	54	195	22	6	199	169	145
I am satisfied with the job David Cameron is doing overall as Prime Minister	322 32%	167 34%	154 30%	42 31%	59 32%	59 34%	38 23%	45 31%	79 41%	60 37%	93 31%	72 33%	87 31%	144 72%	35 15%	21 39%	34 17%	3 14%	- -	104 52%	22 13%	50 35%
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	265 26%	123 25%	142 28%	30 22%	58 32%	32 18%	56 34%	44 30%	44 23%	45 28%	85 28%	64 29%	63 22%	48 24%	40 17%	20 37%	76 39%	8 37%	3 47%	70 35%	20 12%	55 38%
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.	263 26%	124 25%	139 27%	39 28%	45 25%	59 33%	43 26%	38 26%	38 19%	41 26%	76 25%	51 23%	85 30%	4 2%	151 64%	12 23%	51 26%	9 42%	1 9%	15 7%	109 64%	32 22%
Refused	37 4%	21 4%	16 3%	7 5%	1 *	3 2%	8 5%	5 4%	13 7%	5 3%	12 4%	4 2%	12 4%	1 *	1 1%	- -	7 4%	- -	1 14%	6 3%	4 3%	* *
Don't know	114 11%	51 11%	62 12%	19 14%	20 11%	22 13%	19 11%	13 9%	20 10%	9 6%	32 11%	28 13%	38 13%	3 2%	9 4%	- -	28 14%	2 7%	2 31%	5 2%	14 8%	8 5%

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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	463	537	56	122	139	186	200	295	354	204	158	249	235	214	46	185	24	5	270	197	114
Weighted base	1000	486	514	137	182	175	164	146	194	162	299	219	285	200	236	54	195	22	6	199	169	145
The Conservatives	327 33%	159 33%	167 33%	26 19%	60 33%	56 32%	49 30%	64 44%	71 36%	54 33%	112 37%	65 30%	88 31%	88 44%	73 31%	19 35%	63 32%	3 13%	1 22%	89 45%	60 35%	62 43%
Labour	197 20%	96 20%	101 20%	23 17%	46 25%	30 17%	34 21%	24 16%	39 20%	32 20%	60 20%	37 17%	63 22%	33 17%	67 29%	8 16%	30 16%	6 27%	-	40 20%	50 30%	34 23%
The Liberal Democrat	119 12%	53 11%	65 13%	9 7%	19 10%	30 17%	11 7%	28 19%	21 11%	20 12%	32 11%	20 9%	45 16%	28 14%	31 13%	9 18%	23 12%	2 11%	-	22 11%	21 12%	23 16%
The UK Independence Party (UKIP)	74 7%	49 10%	25 5%	10 7%	21 11%	14 8%	12 7%	7 5%	10 5%	12 7%	21 7%	16 7%	22 8%	11 5%	18 8%	2 4%	30 15%	-	-	21 11%	13 8%	11 7%
None of them	508 51%	244 50%	263 51%	94 69%	92 51%	96 55%	79 48%	57 39%	90 46%	80 49%	142 47%	125 57%	141 49%	90 45%	113 48%	26 49%	93 48%	14 62%	5 78%	83 42%	72 43%	60 41%
Don't know	17 2%	4 1%	13 2%	-	3 2%	2 1%	6 3%	3 2%	2 1%	2 1%	4 1%	3 2%	7 2%	1 *	3 1%	-	1 1%	-	-	1 1%	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	463	537	56	122	139	186	200	295	354	204	158	249	235	214	46	185	24	5	270	197	114
Weighted base	1000	486	514	137	182	175	164	146	194	162	299	219	285	200	236	54	195	22	6	199	169	145
A Labour government	287	141	146	44	75	41	51	35	39	44	75	57	101	5	181	6	50	5	-	16	120	37
	29%	29%	29%	32%	41%	24%	31%	24%	20%	27%	25%	26%	35%	3%	77%	11%	25%	22%	-	8%	71%	26%
A Conservative government	273	148	124	25	41	51	36	40	80	55	100	53	59	150	7	3	59	-	1	143	11	18
	27%	30%	24%	18%	22%	29%	22%	28%	41%	34%	33%	24%	21%	75%	3%	5%	30%	-	9%	72%	7%	13%
A coalition between the Conservatives and the Liberal Democrats	148	72	76	24	21	28	25	27	23	23	53	36	30	39	5	25	28	8	-	24	2	47
	15%	15%	15%	18%	12%	16%	15%	18%	12%	14%	18%	17%	11%	20%	2%	47%	14%	37%	-	12%	1%	33%
A coalition between Labour and the Liberal Democrats	116	55	61	13	19	26	22	18	18	18	27	33	36	2	39	18	18	7	*	3	28	21
	12%	11%	12%	9%	10%	15%	13%	13%	9%	11%	9%	15%	13%	1%	17%	34%	9%	33%	5%	1%	16%	15%
Don't know	176	70	106	30	26	29	30	25	35	22	45	39	59	4	4	2	40	2	5	12	8	21
	18%	14%	21%	22%	14%	17%	18%	17%	18%	13%	15%	18%	21%	2%	2%	3%	21%	8%	86%	6%	5%	14%

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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	463 46%	486 49%
Female	537 54%	514 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	56 6%	137 14%
25-34	122 12%	182 18%
35-44	139 14%	175 17%
45-54	186 19%	164 16%
55-64	200 20%	146 15%
65 or older	295 30%	194 19%
Refused	2 *	2 *

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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	108 11%	49 5%
B	246 25%	113 11%
C1	204 20%	299 30%
C2	158 16%	219 22%
D	99 10%	140 14%
E	150 15%	145 14%
Refused	35 4%	35 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	270 27%	199 20%
Labour	197 20%	169 17%
Liberal Democrats	114 11%	145 14%
Another party	50 5%	48 5%
Did not vote	267 27%	349 35%
Refused	53 5%	43 4%
Don't know	49 5%	48 5%