

## Southport Poll

### CATI Fieldwork : 4th-13th 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	1001	471	530	47	104	112	171	191	371	398	221	111	224	207	165	129	173	26	10	232	120	269	
Weighted base	1001	478	523	90	123	152	181	164	286	200	308	197	250	196	136	133	185	28	8	213	68	287	
Certain to vote	(10)	525	251	274	15	38	72	98	108	191	125	173	90	116	125	88	89	115	14	5	151	50	190
		52%	52%	52%	17%	31%	47%	54%	66%	67%	63%	56%	46%	46%	64%	64%	67%	62%	49%	66%	71%	73%	66%
	(9)	53	28	26	10	4	16	9	8	6	9	21	12	10	19	5	8	9	3	-	8	4	27
		5%	6%	5%	11%	3%	10%	5%	5%	2%	5%	7%	6%	4%	10%	4%	6%	5%	10%	-	4%	6%	9%
	(8)	74	44	30	15	7	13	16	6	17	10	18	14	26	21	12	11	16	2	-	20	5	20
		7%	9%	6%	17%	5%	9%	9%	4%	6%	5%	6%	7%	11%	11%	9%	9%	8%	6%	-	10%	7%	7%
	(7)	51	27	24	9	4	6	7	11	12	11	14	6	19	11	7	7	11	4	*	10	1	13
		5%	6%	5%	10%	3%	4%	4%	7%	4%	5%	5%	3%	7%	6%	5%	5%	6%	15%	4%	5%	1%	4%
	(6)	40	24	16	16	6	4	8	1	5	3	13	10	14	7	11	1	7	3	-	5	2	-
		4%	5%	3%	18%	5%	3%	5%	1%	2%	1%	4%	5%	6%	4%	8%	1%	4%	11%	-	2%	3%	-
	(5)	87	30	57	5	16	19	13	13	20	15	26	18	24	8	9	10	19	3	1	13	3	20
		9%	6%	11%	5%	13%	12%	7%	8%	7%	8%	8%	9%	9%	4%	6%	7%	10%	9%	17%	6%	4%	7%
	(4)	7	2	5	1	1	1	2	1	1	4	2	-	2	-	2	2	2	-	-	-	-	2
		1%	1%	1%	1%	1%	*	1%	1%	*	2%	1%	-	1%	-	1%	2%	1%	-	-	-	-	1%
	(3)	23	10	12	2	5	2	7	3	3	7	5	2	8	1	3	2	3	-	*	1	*	7
		2%	2%	2%	2%	4%	2%	4%	2%	1%	3%	2%	1%	3%	*	2%	2%	2%	-	5%	*	1%	3%
	(2)	17	3	14	-	5	3	5	3	2	4	6	4	3	4	*	1	4	-	1	1	*	2
		2%	1%	3%	-	4%	2%	3%	2%	1%	2%	2%	2%	1%	2%	*	1%	2%	-	7%	*	*	1%
Definitely would not vote	(1)	118	58	60	16	37	15	15	10	25	12	31	39	26	-	-	-	-	-	-	4	2	4
		12%	12%	11%	18%	30%	10%	8%	6%	9%	6%	10%	20%	10%	-	-	-	-	-	-	2%	3%	1%
Refused		2	-	2	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	1	1	-
		*	-	*	-	-	1%	-	-	*	-	-	-	-	-	-	-	-	-	-	*	1%	-
Don't know		3	-	3	-	1	-	-	3	1	-	-	2	-	-	-	-	-	-	-	-	-	2
		*	-	1%	-	*	-	-	1%	*	-	-	1%	-	-	-	-	-	-	-	-	-	1%
Mean		7.64	7.74	7.54	6.39	5.53	7.68	7.81	8.42	8.35	8.23	7.90	6.99	7.49	8.98	8.76	8.90	8.59	8.44	8.09	9.04	9.12	8.88
Standard deviation		3.19	3.13	3.24	3.06	3.76	3.04	3.04	2.72	2.88	2.83	3.06	3.57	3.06	1.75	1.95	1.94	2.17	1.83	3.05	1.88	1.97	2.08
Standard error		0.10	0.14	0.14	0.45	0.37	0.29	0.23	0.20	0.15	0.14	0.21	0.34	0.21	0.12	0.15	0.17	0.16	0.36	0.96	0.12	0.18	0.13

## Southport Poll

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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	1001	471	530	47	104	112	171	191	371	398	221	111	224	207	165	129	173	26	10	232	120	269
Weighted base	1001	478	523	90	123	152	181	164	286	200	308	197	250	196	136	133	185	28	8	213	68	287
Conservative	196	93	103	17	22	14	38	38	66	45	68	33	44	196	-	-	-	-	-	129	1	24
	20%	19%	20%	19%	18%	9%	21%	23%	23%	22%	22%	17%	18%	100%	-	-	-	-	-	61%	1%	8%
Labour	136	67	69	11	12	28	24	31	31	34	39	24	34	-	136	-	-	-	-	7	44	46
	14%	14%	13%	12%	9%	18%	13%	19%	11%	17%	13%	12%	14%	-	100%	-	-	-	-	3%	65%	16%
Liberal Democrat	133	60	73	6	3	26	20	27	49	30	46	15	43	-	-	133	-	-	-	6	3	106
	13%	13%	14%	7%	3%	17%	11%	17%	17%	15%	15%	8%	17%	-	-	100%	-	-	-	3%	4%	37%
The UK Independence Party (UKIP)	185	106	79	9	16	39	43	29	48	32	58	44	46	-	-	-	185	-	-	45	6	51
	19%	22%	15%	10%	13%	25%	24%	18%	17%	16%	19%	22%	18%	-	-	-	100%	-	-	21%	10%	18%
The Green Party	28	12	16	11	4	3	5	4	*	8	12	2	4	-	-	-	-	28	-	-	4	10
	3%	3%	3%	13%	3%	2%	3%	3%	*	4%	4%	1%	2%	-	-	-	-	100%	-	-	6%	3%
The British National Party (BNP)	3	2	1	-	*	-	2	*	-	1	-	-	1	-	-	-	-	-	3	*	*	-
	*	*	*	-	*	-	1%	*	-	1%	-	-	1%	-	-	-	-	-	34%	*	*	-
Some other party	5	3	2	-	2	2	-	*	1	2	3	-	-	-	-	-	-	-	5	*	-	-
	1%	1%	*	-	2%	1%	-	*	*	1%	1%	-	-	-	-	-	-	-	66%	*	-	-
Would not vote	118	58	60	16	37	15	15	10	25	12	31	39	26	-	-	-	-	-	-	4	2	4
	12%	12%	11%	18%	30%	10%	8%	6%	9%	6%	10%	20%	10%	-	-	-	-	-	-	2%	3%	1%
Refused	59	25	33	-	1	5	11	11	30	13	11	7	17	-	-	-	-	-	-	8	4	4
	6%	5%	6%	-	*	3%	6%	7%	10%	6%	4%	3%	7%	-	-	-	-	-	-	4%	5%	1%
Don't know	138	52	86	19	27	20	22	14	36	23	40	33	36	-	-	-	-	-	-	14	4	43
	14%	11%	17%	21%	22%	13%	12%	8%	12%	12%	13%	17%	14%	-	-	-	-	-	-	6%	7%	15%

## Southport Poll

### CATI Fieldwork : 4th-13th November 2014

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	526	268	258	18	36	57	89	117	207	226	125	50	110	157	124	98	123	17	6	162	86	172
Weighted base	497	251	246	29	38	80	92	101	154	110	167	88	117	148	97	99	129	19	5	149	47	184
Conservative	148	70	78	10	13	12	29	31	52	33	53	26	32	148	-	-	-	-	-	103	*	19
	30%	28%	32%	35%	34%	15%	31%	31%	34%	30%	32%	29%	27%	100%	-	-	-	-	-	69%	1%	10%
Labour	97	50	47	6	7	19	17	23	26	25	29	16	24	-	97	-	-	-	-	5	36	37
	20%	20%	19%	20%	19%	24%	18%	23%	17%	23%	17%	18%	21%	-	100%	-	-	-	-	3%	77%	20%
Liberal Democrat	99	46	53	2	2	20	12	23	40	22	32	12	32	-	-	99	-	-	-	4	2	84
	20%	18%	21%	7%	6%	24%	13%	23%	26%	20%	19%	14%	28%	-	-	100%	-	-	-	3%	5%	46%
The UK Independence Party (UKIP)	129	75	54	5	11	26	30	20	36	23	43	32	26	-	-	-	129	-	-	36	5	36
	26%	30%	22%	17%	29%	33%	33%	20%	23%	21%	26%	37%	22%	-	-	-	100%	-	-	24%	11%	20%
The Green Party	19	7	11	7	3	2	4	3	*	6	7	2	3	-	-	-	-	19	-	-	3	8
	4%	3%	5%	22%	8%	2%	4%	3%	*	5%	4%	2%	2%	-	-	-	-	100%	-	-	6%	4%
The British National Party (BNP)	1	1	1	-	*	-	1	*	-	1	-	-	*	-	-	-	-	-	1	*	*	-
	*	*	*	-	*	-	1%	*	-	1%	-	-	*	-	-	-	-	-	24%	*	*	-
Some other party	4	2	2	-	1	2	-	*	*	1	3	-	-	-	-	-	-	-	4	*	-	-
	1%	1%	1%	-	4%	2%	-	*	*	1%	2%	-	-	-	-	-	-	-	76%	*	-	-

**Southport Poll**  
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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	19%
Liberal Democrat	21%
UKIP	25%
Green	4%
Other	1%

## Southport Poll

### CATI Fieldwork : 4th-13th 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	1001	471	530	47	104	112	171	191	371	398	221	111	224	207	165	129	173	26	10	232	120	269
Weighted base	1001	478	523	90	123	152	181	164	286	200	308	197	250	196	136	133	185	28	8	213	68	287
Conservative	165 16%	87 18%	78 15%	15 17%	14 11%	15 10%	32 18%	30 18%	59 21%	34 17%	51 17%	29 15%	44 18%	141 72%	6 5%	-	9 5%	-	-	111 52%	* *	15 5%
Labour	109 11%	51 11%	58 11%	8 9%	9 8%	25 16%	19 11%	21 13%	26 9%	27 13%	30 10%	22 11%	28 11%	1 1%	91 67%	2 2%	1 *	2 8%	* 4%	4 2%	33 49%	34 12%
Liberal Democrat	271 27%	113 24%	158 30%	26 29%	15 12%	53 35%	41 23%	49 30%	85 30%	63 32%	99 32%	29 15%	78 31%	37 19%	26 19%	125 94%	32 17%	8 28%	-	32 15%	14 21%	159 55%
The UK Independence Party (UKIP)	158 16%	88 18%	70 13%	7 7%	15 13%	26 17%	39 22%	32 19%	37 13%	30 15%	40 13%	47 24%	34 14%	7 4%	6 4%	3 3%	133 72%	-	-	45 21%	9 13%	30 11%
The Green Party	17 2%	12 3%	5 1%	7 8%	2 2%	3 2%	4 2%	2 1%	-	6 3%	9 3%	-	2 1%	-	1 1%	-	2 1%	10 37%	2 20%	-	1 1%	6 2%
The British National Party (BNP)	3 *	1 *	2 *	-	3 2%	-	-	-	-	1 *	-	2 1%	-	-	-	-	1 *	2 7%	-	-	-	-
Some other party	8 1%	4 1%	4 1%	-	1 1%	3 2%	2 1%	* *	1 *	3 1%	3 1%	-	2 1%	-	1 *	-	2 1%	1 2%	4 46%	1 *	-	2 1%
Would not vote	118 12%	58 12%	60 11%	16 18%	37 30%	15 10%	15 8%	10 6%	25 9%	12 6%	31 10%	39 20%	26 10%	-	-	-	-	-	-	4 2%	2 3%	4 1%
Refused	34 3%	18 4%	15 3%	-	-	3 2%	7 4%	6 4%	16 6%	6 3%	7 2%	1 1%	9 3%	-	-	-	-	-	-	2 1%	1 1%	1 *
Don't know	119 12%	46 10%	73 14%	10 12%	27 22%	9 6%	22 12%	14 9%	36 13%	19 10%	37 12%	27 14%	27 11%	9 4%	6 4%	2 1%	6 3%	5 18%	-	14 7%	9 13%	36 13%

## Southport Poll

### CATI Fieldwork : 4th-13th November 2014

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	552	279	273	20	37	62	91	121	218	242	127	52	118	151	118	98	119	16	6	169	85	183
Weighted base	522	259	263	36	39	86	94	104	160	118	172	92	127	142	93	98	125	16	5	154	46	192
Conservative	125	66	60	9	9	11	24	24	47	26	41	23	30	109	4	-	6	-	-	89	*	12
	24%	25%	23%	25%	23%	13%	25%	23%	29%	22%	24%	25%	24%	76%	4%	-	5%	-	-	58%	1%	6%
Labour	74	36	38	4	6	15	13	17	19	19	20	13	19	*	66	2	*	1	*	3	26	28
	14%	14%	14%	12%	16%	17%	14%	16%	12%	16%	12%	14%	15%	*	71%	2%	*	8%	3%	2%	57%	15%
Liberal Democrat	191	84	108	15	8	37	27	40	65	44	69	22	56	26	20	94	19	5	-	23	12	122
	37%	32%	41%	42%	21%	42%	28%	38%	40%	37%	40%	24%	44%	19%	21%	96%	15%	32%	-	15%	26%	64%
The UK Independence Party (UKIP)	112	64	48	4	11	18	27	22	29	22	32	33	21	7	3	2	97	-	1	37	7	24
	21%	25%	18%	12%	29%	21%	29%	21%	18%	19%	18%	36%	17%	5%	3%	2%	78%	-	21%	24%	16%	13%
The Green Party	12	8	4	3	2	2	3	1	-	5	6	-	1	-	1	-	1	7	1	-	*	5
	2%	3%	2%	8%	5%	3%	4%	1%	-	4%	4%	-	*	-	1%	-	*	46%	29%	-	1%	3%
The British National Party (BNP)	2	*	2	-	2	-	-	-	-	*	-	2	-	-	-	-	*	2	-	-	-	-
	*	*	1%	-	5%	-	-	-	-	*	-	2%	-	-	-	-	*	11%	-	-	-	-
Some other party	5	2	3	-	*	3	1	*	*	2	3	-	*	-	*	-	2	*	2	1	-	*
	1%	1%	1%	-	1%	4%	1%	*	*	1%	2%	-	*	-	*	-	1%	3%	47%	*	-	*

**Southport Poll**  
**CATI Fieldwork : 4th-13th November 2014**

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	24%
Labour	14%
Liberal Democrat	37%
UKIP	21%
Green	2%
Other	1%

## Southport Poll

### CATI Fieldwork : 4th-13th November 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	1001	471	530	47	104	112	171	191	371	398	221	111	224	207	165	129	173	26	10	232	120	269
Weighted base	1001	478	523	90	123	152	181	164	286	200	308	197	250	196	136	133	185	28	8	213	68	287
I would not vote UKIP	539	244	294	50	64	83	86	101	153	122	179	87	131	139	113	103	-	23	5	111	50	180
	54%	51%	56%	56%	52%	55%	48%	61%	53%	61%	58%	44%	52%	71%	83%	78%	-	82%	59%	52%	74%	63%
I would not vote Labour	523	268	255	28	66	64	104	84	174	102	150	107	140	167	-	66	145	5	6	183	8	129
	52%	56%	49%	31%	54%	42%	57%	51%	61%	51%	49%	54%	56%	85%	-	50%	78%	19%	71%	86%	11%	45%
I would not vote Conservative	522	262	260	38	68	100	91	89	133	100	145	114	143	-	108	101	130	23	6	26	56	200
	52%	55%	50%	42%	55%	66%	50%	54%	47%	50%	47%	58%	57%	-	79%	76%	70%	81%	83%	12%	83%	70%
I would not vote Liberal Democrat	481	254	226	33	75	67	102	81	120	88	145	116	108	117	90	-	130	12	6	142	41	74
	48%	53%	43%	37%	61%	44%	56%	49%	42%	44%	47%	59%	43%	59%	66%	-	70%	44%	83%	67%	60%	26%
None of these - I would potentially vote for all of them	82	41	41	12	17	10	10	10	23	13	24	13	28	9	6	3	9	3	1	7	2	20
	8%	9%	8%	13%	14%	7%	6%	6%	8%	6%	8%	7%	11%	5%	4%	2%	5%	10%	12%	3%	3%	7%
Don't know	32	11	21	9	6	3	4	2	8	3	7	14	4	-	-	-	4	-	-	4	1	-
	3%	2%	4%	10%	5%	2%	2%	1%	3%	1%	2%	7%	1%	-	-	-	2%	-	-	2%	1%	-



## Southport Poll

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Absolutes/col percents

Table 9

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1001	471	530	47	104	112	171	191	371	398	221	111	224	207	165	129	173	26	10	232	120	269	
Weighted base	1001	478	523	90	123	152	181	164	286	200	308	197	250	196	136	133	185	28	8	213	68	287	
NET: Well	551	290	261	62	60	65	96	90	176	127	171	104	131	158	66	81	98	15	1	159	34	151	
	55%	61%	50%	69%	49%	43%	53%	55%	62%	64%	55%	53%	52%	81%	48%	61%	53%	53%	10%	75%	50%	52%	
Very well	(4)	39	31	8	7	3	3	8	4	14	6	9	8	14	20	7	2	2	-	-	13	2	9
		4%	7%	2%	8%	2%	2%	5%	3%	5%	3%	3%	4%	6%	10%	5%	2%	1%	-	-	6%	3%	3%
Quite well	(3)	512	259	253	55	58	62	87	86	162	120	162	96	117	138	59	79	96	15	1	146	32	142
		51%	54%	48%	61%	47%	41%	48%	52%	57%	60%	53%	49%	47%	71%	43%	59%	52%	53%	10%	68%	47%	49%
Quite badly	(2)	325	139	186	22	48	61	69	52	73	57	105	72	75	32	54	37	71	12	5	43	19	104
		32%	29%	36%	25%	39%	40%	38%	32%	26%	29%	34%	37%	30%	16%	40%	28%	38%	43%	67%	20%	28%	36%
Very badly	(1)	75	33	43	3	10	18	10	16	18	10	20	11	28	3	11	8	14	1	2	3	12	18
		8%	7%	8%	3%	8%	12%	6%	10%	6%	5%	7%	5%	11%	2%	8%	6%	8%	4%	22%	1%	17%	6%
NET: Badly		400	171	229	25	58	79	79	68	91	67	126	83	103	35	65	45	85	13	7	46	30	122
		40%	36%	44%	28%	47%	52%	44%	41%	32%	34%	41%	42%	41%	18%	48%	34%	46%	47%	90%	22%	45%	43%
Don't know		49	16	33	3	5	8	7	6	19	6	11	10	16	3	5	6	2	-	-	8	3	14
		5%	3%	6%	3%	4%	5%	4%	4%	6%	3%	4%	5%	6%	1%	4%	5%	1%	-	-	4%	5%	5%
Mean		2.54	2.63	2.46	2.76	2.45	2.34	2.54	2.50	2.65	2.64	2.54	2.54	2.50	2.91	2.47	2.60	2.47	2.48	1.88	2.82	2.38	2.52
Standard deviation		0.70	0.72	0.68	0.65	0.68	0.72	0.68	0.72	0.68	0.63	0.67	0.67	0.78	0.57	0.73	0.64	0.66	0.59	0.60	0.55	0.82	0.67
Standard error		0.02	0.03	0.03	0.10	0.07	0.07	0.05	0.05	0.04	0.03	0.05	0.07	0.05	0.04	0.06	0.06	0.05	0.12	0.19	0.04	0.08	0.04

## Southport Poll

### CATI Fieldwork : 4th-13th November 2014

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	1001	471	530	47	104	112	171	191	371	398	221	111	224	207	165	129	173	26	10	232	120	269	
Weighted base	1001	478	523	90	123	152	181	164	286	200	308	197	250	196	136	133	185	28	8	213	68	287	
NET: Well	599	327	273	72	69	70	102	91	193	136	184	125	132	167	76	90	90	18	6	158	35	167	
	60%	68%	52%	81%	55%	46%	56%	55%	68%	68%	60%	64%	53%	85%	56%	68%	49%	65%	72%	74%	52%	58%	
Very well	(4)	46	30	16	8	10	4	5	6	14	13	13	7	11	19	7	3	5	-	-	18	2	6
		5%	6%	3%	8%	8%	3%	3%	3%	5%	6%	4%	3%	4%	10%	5%	2%	3%	-	-	8%	3%	2%
Quite well	(3)	553	297	256	65	59	66	97	85	180	123	171	119	121	148	69	87	85	18	6	141	33	161
		55%	62%	49%	72%	48%	43%	54%	52%	63%	62%	55%	60%	49%	76%	50%	65%	46%	65%	72%	66%	49%	56%
Quite badly	(2)	279	106	173	10	38	58	61	56	56	54	90	49	72	24	40	31	71	9	*	41	15	91
		28%	22%	33%	12%	31%	38%	34%	34%	20%	27%	29%	25%	29%	12%	29%	23%	38%	33%	6%	19%	23%	32%
Very badly	(1)	73	28	44	4	12	11	16	11	18	4	18	11	34	1	13	9	19	1	2	3	11	20
		7%	6%	8%	5%	9%	7%	9%	7%	6%	2%	6%	6%	14%	1%	9%	6%	10%	3%	22%	1%	16%	7%
NET: Badly		352	134	217	15	49	69	77	67	75	58	108	60	106	25	52	40	89	10	2	43	26	111
		35%	28%	42%	16%	40%	45%	42%	41%	26%	29%	35%	30%	42%	13%	39%	30%	48%	35%	28%	20%	39%	39%
Don't know		50	17	33	3	6	12	2	7	18	5	16	12	12	4	8	3	6	-	-	11	7	10
		5%	4%	6%	3%	5%	8%	1%	4%	6%	3%	5%	6%	5%	2%	6%	3%	3%	-	-	5%	10%	3%
Mean		2.60	2.71	2.50	2.87	2.57	2.45	2.51	2.54	2.70	2.74	2.61	2.65	2.46	2.96	2.55	2.65	2.42	2.62	2.49	2.86	2.43	2.55
Standard deviation		0.70	0.68	0.71	0.63	0.78	0.69	0.70	0.68	0.67	0.61	0.67	0.65	0.79	0.50	0.75	0.64	0.71	0.55	0.90	0.57	0.82	0.66
Standard error		0.02	0.03	0.03	0.09	0.08	0.07	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.04	0.06	0.06	0.06	0.11	0.28	0.04	0.08	0.04

## Southport Poll

### CATI Fieldwork : 4th-13th November 2014

Absolutes/col percents

Table 11

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

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	471	530	47	104	112	171	191	371	398	221	111	224	207	165	129	173	26	10	232	120	269
Weighted base	1001	478	523	90	123	152	181	164	286	200	308	197	250	196	136	133	185	28	8	213	68	287
I am satisfied with the job David Cameron is doing overall as Prime Minister	318 32%	161 34%	158 30%	32 36%	36 29%	34 22%	56 31%	53 32%	105 37%	56 28%	99 32%	67 34%	83 33%	129 66%	22 16%	42 32%	35 19%	6 20%	1 12%	116 55%	14 21%	77 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	296 30%	127 27%	169 32%	19 21%	39 32%	49 32%	59 32%	46 28%	83 29%	61 31%	97 32%	66 34%	63 25%	59 30%	16 12%	45 34%	95 51%	3 11%	2 31%	79 37%	6 8%	82 28%
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.	212 21%	103 22%	109 21%	21 24%	21 17%	42 27%	41 23%	39 24%	47 16%	52 26%	70 23%	29 15%	54 22%	3 2%	92 67%	36 27%	25 14%	15 55%	2 22%	7 3%	41 60%	90 31%
Refused	26 3%	17 4%	9 2%	- -	2 2%	4 3%	6 3%	5 3%	9 3%	6 3%	3 1%	4 2%	8 3%	- -	- -	* *	6 3%	* 1%	- -	- -	1 1%	4 1%
Don't know	149 15%	70 15%	78 15%	17 19%	25 20%	23 15%	19 11%	21 13%	41 14%	25 12%	38 12%	30 15%	42 17%	5 2%	7 5%	9 7%	24 13%	4 13%	3 35%	11 5%	7 10%	35 12%

## Southport Poll

### CATI Fieldwork : 4th-13th November 2014

Absolutes/col percents

Table 12

**Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?**  
**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	471	530	47	104	112	171	191	371	398	221	111	224	207	165	129	173	26	10	232	120	269
Weighted base	1001	478	523	90	123	152	181	164	286	200	308	197	250	196	136	133	185	28	8	213	68	287
The Liberal Democrat	230 23%	127 27%	103 20%	18 21%	13 10%	38 25%	44 24%	47 29%	68 24%	56 28%	84 27%	36 18%	48 19%	41 21%	31 23%	52 39%	45 24%	10 37%	1 11%	37 17%	8 12%	114 40%
Labour	74 7%	49 10%	24 5%	10 11%	6 5%	12 8%	19 10%	15 9%	12 4%	15 7%	27 9%	17 9%	12 5%	15 8%	17 13%	6 4%	8 4%	8 27%	2 20%	11 5%	6 9%	22 8%
The UK Independence Party (UKIP)	71 7%	35 7%	37 7%	12 13%	6 5%	20 13%	10 5%	12 7%	12 4%	19 10%	26 9%	13 6%	13 5%	6 3%	7 5%	11 8%	25 13%	1 5%	*	13 6%	5 8%	27 9%
The Conservatives	44 4%	25 5%	19 4%	6 7%	7 5%	5 4%	6 3%	7 4%	13 5%	13 6%	15 5%	5 3%	10 4%	17 9%	7 5%	3 2%	7 4%	2 8%	-	17 8%	1 1%	7 2%
None of them	696 70%	313 66%	383 73%	60 67%	102 83%	100 66%	129 71%	102 62%	200 70%	127 64%	196 64%	146 74%	188 75%	138 70%	91 67%	76 57%	126 68%	13 45%	5 68%	158 74%	54 79%	163 57%
Don't know	7 1%	2 *	5 1%	-	-	1 *	2 1%	1 1%	3 1%	2 1%	1 *	2 1%	2 1%	2 1%	-	-	-	-	-	2 1%	-	-

## Southport Poll

### CATI Fieldwork : 4th-13th November 2014

Absolutes/col percents

Table 13

**Q.9 Which of the following would you most like to see as the outcome of the next general election?**

**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	471	530	47	104	112	171	191	371	398	221	111	224	207	165	129	173	26	10	232	120	269
Weighted base	1001	478	523	90	123	152	181	164	286	200	308	197	250	196	136	133	185	28	8	213	68	287
A Conservative government	276 28%	138 29%	138 26%	17 18%	31 25%	26 17%	56 31%	49 30%	95 33%	60 30%	87 28%	54 27%	65 26%	156 79%	3 2%	9 7%	58 31%	3 9%	1 11%	150 70%	1 2%	35 12%
A Labour government	246 25%	126 26%	120 23%	29 32%	35 29%	41 27%	48 27%	42 26%	50 17%	49 25%	78 25%	54 28%	55 22%	4 2%	106 78%	14 10%	32 17%	16 57%	6 72%	11 5%	52 77%	67 23%
A coalition between Labour and the Liberal Democrats	157 16%	76 16%	81 15%	21 23%	15 12%	33 22%	25 14%	30 18%	32 11%	33 17%	67 22%	24 12%	33 13%	7 4%	22 16%	62 46%	24 13%	6 22%	1 13%	4 2%	10 15%	93 32%
A coalition between the Conservatives and the Liberal Democrats	137 14%	60 13%	77 15%	10 11%	12 9%	24 16%	21 12%	17 11%	52 18%	28 14%	37 12%	26 13%	42 17%	27 14%	4 3%	44 33%	29 16%	- -	* 5%	26 12%	1 2%	59 21%
Don't know	186 19%	78 16%	108 21%	14 15%	30 24%	27 18%	31 17%	26 16%	56 20%	29 14%	38 13%	39 20%	56 22%	2 1%	1 1%	5 4%	43 23%	3 11%	- -	22 10%	3 5%	33 11%

**Southport Poll**  
**CATI Fieldwork : 4th-13th November 2014**

Absolutes/col percents

Table 14  
**Gender**  
**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	471 47%	478 48%
Female	530 53%	523 52%

**Southport Poll**  
**CATI Fieldwork : 4th-13th November 2014**

Absolutes/col percents

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

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
18-24	47 5%	90 9%
25-34	104 10%	123 12%
35-44	112 11%	152 15%
45-54	171 17%	181 18%
55-64	191 19%	164 16%
65 or older	371 37%	286 29%
Refused	5 *	5 *

**Southport Poll**  
**CATI Fieldwork : 4th-13th November 2014**

Absolutes/col percents

Table 16

**SEG****Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	147 15%	74 7%
B	251 25%	126 13%
C1	221 22%	308 31%
C2	111 11%	197 20%
D	63 6%	84 8%
E	161 16%	166 17%
Refused	47 5%	47 5%



**Southport Poll**  
**CATI Fieldwork : 4th-13th November 2014**

Absolutes/col percents

Table 17

**Q.4 At the last general election, in May 2010, many people didn't vote. Can you remember, did you vote in that election, or did you not vote?**

**Could you tell me which party you voted for at the last general election back in May 2010?**

**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Conservative	232 23%	213 21%
Labour	120 12%	68 7%
Liberal Democrats	269 27%	287 29%
Another party	29 3%	31 3%
Did not vote	255 25%	313 31%
Refused	50 5%	43 4%
Don't know	46 5%	46 5%