

Thanet South Poll
CATI Fieldwork : 23rd -24th November 2014

Table 1

Q1. 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 – on a scale of 0-10, where 0 means you definitely would not vote, and 10 means you are certain to vote.

Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
10 - certain to vote	641	303	338	20	68	68	141	114	230	129	202	138	172	259	154	63	45	162	120	8	168	22	116
	64%	64%	64%	24%	44%	57%	71%	71%	80%	68%	68%	60%	60%	81%	74%	67%	21%	84%	73%	58%	75%	72%	50%
9	47	24	23	2	6	8	9	10	12	8	10	16	13	14	9	11	9	10	10	2	11	-	10
	5%	5%	4%	3%	4%	6%	5%	6%	4%	4%	3%	7%	5%	4%	4%	11%	4%	5%	6%	16%	5%	-	4%
8	81	41	40	11	19	14	13	14	10	13	25	20	23	20	21	7	25	11	17	1	16	*	33
	8%	9%	8%	14%	12%	11%	7%	9%	4%	7%	8%	9%	8%	6%	10%	7%	12%	6%	10%	9%	7%	1%	14%
7	33	18	15	11	7	3	7	4	1	7	6	11	9	9	7	10	6	4	5	2	7	2	13
	3%	4%	3%	13%	4%	2%	3%	3%	*	3%	2%	5%	3%	3%	3%	11%	3%	2%	3%	11%	3%	7%	5%
6	15	4	11	-	6	4	2	1	2	1	4	5	4	2	3	-	7	2	1	1	6	1	3
	1%	1%	2%	-	4%	3%	1%	1%	1%	1%	2%	2%	1%	1%	2%	-	3%	1%	1%	6%	3%	4%	1%
5	56	20	36	5	11	12	9	7	11	13	15	12	15	7	6	2	26	3	6	-	9	1	33
	6%	4%	7%	6%	7%	10%	5%	4%	4%	7%	5%	5%	5%	2%	3%	2%	12%	2%	4%	-	4%	2%	14%
4	10	4	6	5	-	2	3	1	*	*	6	2	2	-	-	1	8	-	3	-	1	-	7
	1%	1%	1%	6%	-	1%	1%	*	*	*	2%	1%	1%	-	-	1%	4%	-	2%	-	*	-	3%
3	14	6	7	4	5	1	-	2	2	3	3	2	6	2	3	-	9	-	2	-	3	3	5
	1%	1%	1%	5%	3%	1%	-	1%	1%	2%	1%	1%	2%	1%	1%	-	4%	-	1%	-	1%	10%	2%
2	6	3	2	2	1	1	-	-	1	2	1	2	-	-	-	-	4	-	*	-	1	-	5
	1%	1%	*	3%	1%	1%	-	-	1%	1%	*	1%	-	-	-	-	2%	-	*	-	*	-	2%
1	10	7	3	2	6	1	2	-	-	2	3	2	3	-	-	-	9	-	1	-	2	1	7
	1%	1%	1%	2%	4%	1%	1%	-	-	1%	1%	1%	1%	-	-	-	4%	-	1%	-	1%	3%	3%
0 - definitely would not vote	88	44	44	20	26	8	12	8	14	11	23	18	36	6	3	1	63	-	-	-	-	-	-
	9%	9%	8%	24%	17%	7%	6%	5%	5%	6%	8%	8%	13%	2%	2%	1%	30%	-	-	-	-	-	-
(Refused)	2	-	2	-	-	-	-	-	2	*	*	-	2	-	2	-	1	-	-	-	-	-	-
	*	-	*	-	-	-	-	-	1%	*	*	-	1%	-	1%	-	*	-	-	-	-	-	-
Mean	8.18	8.16	8.20	5.47	6.78	8.08	8.66	8.87	9.04	8.47	8.35	8.18	7.82	9.36	9.16	9.18	4.84	9.65	9.18	9.07	9.18	8.50	7.99
Std. Dev.	3.17	3.23	3.11	3.89	3.85	2.96	2.76	2.46	2.49	2.89	3.05	3.07	3.51	1.77	1.87	1.54	3.99	0.95	1.72	1.34	1.74	2.71	2.57
Std. Err.	0.10	0.15	0.14	0.56	0.42	0.31	0.22	0.17	0.13	0.19	0.15	0.21	0.29	0.10	0.13	0.19	0.28	0.07	0.14	0.42	0.11	0.50	0.17

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Table 2
Q2. Weighted by normal weightings
Q2. If there was a general election tomorrow, which party would you vote for?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	920	446	474	39	70	85	148	204	374	210	379	205	126	316	206	66	148	197	162	10	238	29	228
Weighted Total	913	430	482	62	128	112	186	153	271	178	275	210	248	314	205	93	147	192	164	14	224	30	231
Conservative	192 21%	98 23%	94 20%	3 5%	22 17%	27 24%	37 20%	32 21%	72 27%	60 33%	62 22%	28 13%	43 17%	168 54%	2 1%	9 10%	7 4%	192 100%	-	-	-	-	-
Labour	164 18%	84 19%	81 17%	19 30%	21 16%	23 20%	34 18%	27 18%	40 15%	25 14%	51 19%	35 16%	53 22%	4 1%	112 54%	13 14%	25 17%	-	164 100%	-	-	-	-
Liberal Democrat	14 2%	5 1%	9 2%	-	2 2%	2 2%	6 3%	2 1%	2 1%	3 2%	5 2%	4 2%	2 1%	1 *	-	12 13%	1 1%	-	-	14 100%	-	-	
The UK Independence Party (UKIP)	224 25%	120 28%	103 21%	10 15%	33 26%	20 18%	57 31%	36 24%	68 25%	32 18%	64 23%	56 27%	71 29%	74 24%	39 19%	19 20%	40 27%	-	-	-	224 100%	-	
The Green Party	24 3%	6 1%	18 4%	6 10%	5 4%	3 3%	1 1%	6 4%	2 1%	5 3%	7 2%	5 3%	7 3%	5 1%	3 2%	3 3%	10 7%	-	-	-	-	24 80%	
The British National Party (BNP)	1 *	1 *	-	-	-	-	1 *	-	-	1 *	-	-	-	-	-	-	1 *	-	-	-	-	1 2%	
Some other party	5 1%	3 1%	2 *	-	3 2%	-	1 1%	1 *	1 *	* 1%	1 2%	4 2%	-	1 *	-	-	3 2%	-	-	-	-	5 18%	
(Don't know)	231 25%	96 22%	135 28%	24 39%	38 30%	28 25%	37 20%	36 24%	67 25%	38 21%	70 25%	65 31%	58 23%	53 17%	47 23%	38 40%	58 39%	-	-	-	-	-	
(Refused)	57 6%	17 4%	39 8%	-	4 3%	9 8%	13 7%	13 8%	18 7%	14 8%	15 5%	14 7%	14 6%	7 2%	2 1%	-	4 3%	-	-	-	-	-	

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Table 3
Q2. Weighted by normal weightings and likelihood to vote
Q2. If there was a general election tomorrow, which party would you vote for?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided	
Unweighted Total	920	446	474	39	70	85	148	204	374	210	379	205	126	316	206	66	148	197	162	10	238	29	228	
Weighted Total	920	435	485	50	117	109	193	160	290	180	280	210	250	337	215	97	114	208	170	15	231	29	207	
Conservative	208 23%	106 24%	102 21%	3 7%	24 20%	29 27%	39 20%	34 21%	79 27%	64 36%	66 24%	30 14%	48 19%	183 54%	2 1%	10 11%	6 5%	208 100%	-	-	-	-	-	
Labour	170 18%	84 19%	85 18%	17 33%	20 17%	23 21%	36 19%	30 18%	43 15%	25 14%	52 19%	35 17%	57 23%	3 1%	122 57%	12 13%	22 19%	-	170 100%	-	-	-	-	
Liberal Democrat	15 2%	5 1%	9 2%	-	2 2%	2 2%	6 3%	2 1%	2 1%	2 1%	6 2%	4 2%	2 1%	1 *	-	13 13%	1 1%	-	-	15 100%	-	-	-	
The UK Independence Party (UKIP)	231 25%	128 29%	103 21%	7 14%	31 27%	20 19%	60 31%	40 25%	73 25%	34 19%	68 24%	55 26%	74 30%	82 24%	40 19%	20 21%	34 30%	-	-	-	231 100%	-	-	
The Green Party	24 3%	6 1%	18 4%	6 11%	5 5%	3 3%	1 1%	5 3%	3 1%	5 3%	6 2%	6 3%	7 3%	5 2%	3 1%	3 3%	9 8%	-	-	-	-	24 83%	-	
The British National Party (BNP)	* *	* *	-	-	-	-	* *	-	-	* *	-	-	-	-	-	-	* *	-	-	-	-	-	* 1%	-
Some other party	4 *	2 1%	2 *	-	1 1%	-	2 1%	1 *	1 *	* *	1 *	3 1%	-	2 *	-	-	2 1%	-	-	-	-	4 15%	-	
(Don't know)	207 23%	84 19%	123 25%	18 35%	28 24%	23 21%	34 18%	35 22%	70 24%	33 18%	64 23%	62 29%	49 20%	53 16%	46 21%	38 40%	37 32%	-	-	-	-	-	207 100%	
(Refused)	60 7%	19 4%	41 9%	-	5 4%	8 7%	14 7%	14 8%	20 7%	15 9%	17 6%	15 7%	14 5%	7 2%	2 1%	-	4 4%	-	-	-	-	-	-	

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Table 4
Q2. Weighted by normal weightings, likelihood to vote and with undecided / refused removed
Q2. If there was a general election tomorrow, which party would you vote for?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	636	326	310	22	46	56	107	141	264	145	269	133	89	257	157	39	89	197	162	10	238	29	-
Weighted Total	652	332	320	33	84	78	145	112	200	132	200	134	187	277	166	59	74	208	170	15	231	29	-
Conservative	208	106	102	3	24	29	39	34	79	64	66	30	48	183	2	10	6	208	-	-	-	-	-
	32%	32%	32%	10%	28%	37%	27%	30%	39%	49%	33%	23%	25%	66%	1%	18%	9%	100%	-	-	-	-	-
Labour	170	84	85	17	20	23	36	30	43	25	52	35	57	3	122	12	22	-	170	-	-	-	-
	26%	25%	27%	51%	24%	30%	25%	26%	22%	19%	26%	26%	30%	1%	73%	21%	30%	-	100%	-	-	-	-
Liberal Democrat	15	5	9	-	2	2	6	2	2	2	6	4	2	1	-	13	1	-	-	15	-	-	-
	2%	2%	3%	-	3%	2%	4%	2%	1%	2%	3%	3%	1%	*	-	22%	1%	-	-	100%	-	-	-
The UK Independence Party (UKIP)	231	128	103	7	31	20	60	40	73	34	68	55	74	82	40	20	34	-	-	-	231	-	-
	35%	38%	32%	22%	37%	26%	41%	36%	36%	26%	34%	41%	40%	30%	24%	34%	46%	-	-	-	100%	-	-
The Green Party	24	6	18	6	5	3	1	5	3	5	6	6	7	5	3	3	9	-	-	-	-	24	-
	4%	2%	6%	17%	6%	4%	1%	5%	1%	4%	3%	5%	4%	2%	2%	5%	12%	-	-	-	-	83%	-
The British National Party (BNP)	*	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	*	-
	*	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	1%	-	-	-	-	1%	-
Some other party	4	2	2	-	1	-	2	1	1	*	1	3	-	2	-	-	2	-	-	-	-	4	-
	1%	1%	1%	-	1%	-	1%	1%	*	*	1%	2%	-	1%	-	-	2%	-	-	-	-	15%	-

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Table 5
Q2. Weighted by Normal weighting, likely to vote, with undecided / refused removed and then reallocated based on 2010 vote
Q2. If there was a general election tomorrow, which party would you vote for?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided	
Unweighted Total	785	387	398	25	55	70	128	169	338	176	323	180	106	316	206	65	89	197	162	10	238	29	140	
Weighted Total	805	389	416	37	102	96	173	135	262	156	244	188	216	337	215	95	74	208	170	15	231	29	143	
Conservative	269 33%	124 32%	145 35%	5 14%	31 30%	37 38%	52 30%	41 30%	104 40%	76 48%	87 36%	57 30%	49 23%	244 72%	2 1%	10 11%	6 9%	208 100%	-	-	-	-	-	53 37%
Labour	218 27%	103 27%	115 28%	20 52%	26 25%	29 30%	44 26%	36 27%	63 24%	33 21%	64 26%	47 25%	74 34%	3 1%	170 79%	12 13%	22 30%	-	170 100%	-	-	-	-	46 32%
Liberal Democrat	51 6%	23 6%	28 7%	-	8 7%	7 7%	12 7%	9 7%	15 6%	7 4%	16 7%	19 10%	9 4%	1 *	-	49 52%	1 1%	-	-	15 100%	-	-	-	36 25%
The UK Independence Party (UKIP)	231 29%	128 33%	103 25%	7 19%	31 30%	20 21%	60 35%	40 30%	73 28%	34 22%	68 28%	55 29%	74 34%	82 24%	40 19%	20 21%	34 46%	-	-	-	231 100%	-	-	
The Green Party	24 3%	6 1%	18 4%	6 15%	5 5%	3 4%	1 1%	5 4%	3 1%	5 3%	6 3%	6 3%	7 3%	5 2%	3 1%	3 3%	9 12%	-	-	-	-	24 83%	-	
The British National Party (BNP)	* *	* *	-	-	-	-	* *	-	-	* *	-	-	-	-	-	-	* 1%	-	-	-	-	* 1%	-	
Some other party	12 2%	6 1%	7 2%	-	2 2%	-	2 1%	3 2%	5 2%	2 1%	4 2%	4 2%	3 1%	2 *	-	-	2 2%	-	-	-	-	4 15%	8 6%	

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Table 6
Published voting intention figures

	Total
Conservative	33%
Labour	27%
Liberal Democrat	6%
The UK Independence Party (UKIP)	29%
The Green Party	3%
Other	2%

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Table 7
Q3. Weighted by normal weightings
Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					Undecided
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	
Unweighted Total	920	446	474	39	70	85	148	204	374	210	379	205	126	316	206	66	148	197	162	10	238	29	228
Weighted Total	913	430	482	62	128	112	186	153	271	178	275	210	248	314	205	93	147	192	164	14	224	30	231
Conservative	186	96	91	1	23	26	36	36	64	53	56	33	44	155	4	16	7	168	3	-	1	-	13
	20%	22%	19%	2%	18%	23%	19%	24%	24%	30%	20%	16%	18%	49%	2%	17%	5%	87%	2%	-	*	-	6%
Labour	164	81	84	19	20	25	32	27	41	22	53	34	55	4	116	11	23	2	144	-	4	-	13
	18%	19%	17%	31%	16%	22%	17%	18%	15%	12%	19%	16%	22%	1%	56%	12%	16%	1%	87%	-	2%	-	6%
Liberal Democrat	21	9	13	-	2	3	8	2	6	4	7	7	4	2	1	15	1	1	1	14	2	-	3
	2%	2%	3%	-	2%	3%	4%	1%	2%	2%	2%	3%	1%	1%	*	16%	1%	1%	1%	100%	1%	-	1%
The UK Independence Party (UKIP)	226	126	101	11	31	21	59	38	67	34	67	51	74	77	38	18	40	6	2	-	205	*	12
	25%	29%	21%	17%	24%	19%	32%	25%	25%	19%	24%	24%	30%	25%	19%	20%	27%	3%	1%	-	92%	1%	5%
The Green Party	22	5	17	6	3	3	2	6	1	4	6	5	7	4	3	3	8	-	-	-	-	21	1
	2%	1%	4%	10%	2%	3%	1%	4%	1%	2%	2%	3%	3%	1%	2%	3%	5%	-	-	-	-	69%	*
The British National Party (BNP)	3	1	3	-	-	-	3	-	-	1	-	-	3	-	-	-	1	-	-	-	-	1	3
	*	*	1%	-	-	-	2%	-	-	*	-	-	1%	-	-	-	*	-	-	-	-	2%	1%
Some other party	4	2	2	-	2	-	-	-	2	-	1	3	-	-	-	-	1	-	-	-	-	2	2
	*	1%	*	-	2%	-	-	-	1%	-	*	1%	-	-	-	-	1%	-	-	-	-	-	7%
(Don't know)	233	96	137	25	43	25	33	32	75	47	73	65	47	68	41	30	62	15	15	-	12	6	184
	25%	22%	28%	40%	34%	22%	18%	21%	28%	26%	27%	31%	19%	22%	20%	32%	42%	8%	9%	-	5%	20%	80%
(Refused)	53	16	36	-	4	9	13	12	15	13	12	14	14	4	2	-	3	-	-	-	-	-	-
	6%	4%	8%	-	3%	8%	7%	8%	6%	8%	5%	6%	6%	1%	1%	-	2%	-	-	-	-	-	-

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Table 8
Q3. Weighted by normal weightings and likelihood to vote
Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					Undecided
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	
Unweighted Total	920	446	474	39	70	85	148	204	374	210	379	205	126	316	206	66	148	197	162	10	238	29	228
Weighted Total	920	435	485	50	117	109	193	160	290	180	280	210	250	337	215	97	114	208	170	15	231	29	207
Conservative	203	104	99	1	25	28	39	39	70	58	60	36	49	170	5	18	8	183	3	-	1	-	14
	22%	24%	20%	2%	21%	26%	20%	24%	24%	32%	22%	17%	19%	50%	2%	18%	7%	88%	2%	-	*	-	7%
Labour	167	81	86	16	20	25	33	29	43	22	54	35	57	4	124	11	19	2	150	-	3	-	10
	18%	19%	18%	32%	17%	23%	17%	18%	15%	12%	19%	16%	23%	1%	58%	11%	17%	1%	89%	-	1%	-	5%
Liberal Democrat	22	9	13	-	2	2	9	2	6	3	7	8	4	2	1	16	1	1	*	15	2	-	3
	2%	2%	3%	-	2%	2%	4%	1%	2%	2%	3%	4%	2%	1%	*	16%	1%	1%	*	100%	1%	-	1%
The UK Independence Party (UKIP)	233	132	101	7	29	21	62	41	73	36	71	50	77	85	40	19	33	6	1	-	212	*	13
	25%	30%	21%	14%	24%	20%	32%	25%	25%	20%	25%	24%	31%	25%	19%	20%	29%	3%	1%	-	92%	1%	6%
The Green Party	21	4	18	6	3	3	3	5	2	4	5	6	7	4	3	3	7	-	-	-	-	20	1
	2%	1%	4%	11%	3%	3%	1%	3%	1%	2%	2%	3%	3%	1%	1%	3%	6%	-	-	-	-	71%	1%
The British National Party (BNP)	3	*	3	-	-	-	3	-	-	*	-	-	3	-	-	-	*	-	-	-	-	*	3
	*	*	1%	-	-	-	2%	-	-	*	-	-	1%	-	-	-	*	-	-	-	-	1%	1%
Some other party	3	1	2	-	1	-	-	-	2	-	1	2	-	-	-	-	*	-	-	-	-	1	2
	*	*	*	-	1%	-	-	-	1%	-	*	1%	-	-	-	-	*	-	-	-	-	4%	1%
(Don't know)	211	85	126	20	32	21	30	31	77	41	67	61	41	68	41	30	43	15	14	-	13	6	162
	23%	20%	26%	41%	27%	19%	15%	19%	27%	23%	24%	29%	16%	20%	19%	31%	37%	7%	8%	-	6%	22%	78%
(Refused)	56	18	38	-	5	8	14	13	17	15	15	13	14	5	2	-	4	-	-	-	-	-	-
	6%	4%	8%	-	4%	7%	7%	8%	6%	8%	5%	6%	5%	1%	1%	-	3%	-	-	-	-	-	-

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Table 9
Q3. Weighted by normal weightings, likelihood to vote and with undecided / refused removed
Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					Undecided
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	
Unweighted Total	631	324	307	23	41	57	109	145	256	138	264	135	94	247	162	44	81	181	146	10	226	22	42
Weighted Total	653	332	320	30	80	81	149	117	196	124	198	136	195	264	172	67	68	193	155	15	218	22	45
Conservative	203	104	99	1	25	28	39	39	70	58	60	36	49	170	5	18	8	183	3	-	1	-	14
	31%	31%	31%	4%	31%	35%	26%	34%	36%	47%	31%	26%	25%	64%	3%	27%	11%	95%	2%	-	*	-	30%
Labour	167	81	86	16	20	25	33	29	43	22	54	35	57	4	124	11	19	2	150	-	3	-	10
	26%	24%	27%	53%	25%	31%	22%	25%	22%	18%	27%	25%	29%	1%	72%	16%	28%	1%	97%	-	1%	-	23%
Liberal Democrat	22	9	13	-	2	2	9	2	6	3	7	8	4	2	1	16	1	1	*	15	2	-	3
	3%	3%	4%	-	3%	3%	6%	2%	3%	3%	4%	6%	2%	1%	*	24%	1%	1%	*	100%	1%	-	7%
The UK Independence Party (UKIP)	233	132	101	7	29	21	62	41	73	36	71	50	77	85	40	19	33	6	1	-	212	*	13
	36%	40%	31%	24%	36%	27%	42%	35%	37%	29%	36%	37%	39%	32%	23%	29%	49%	3%	1%	-	97%	2%	28%
The Green Party	21	4	18	6	3	3	3	5	2	4	5	6	7	4	3	3	7	-	-	-	-	20	1
	3%	1%	6%	18%	4%	4%	2%	5%	1%	3%	3%	4%	3%	2%	1%	5%	10%	-	-	-	-	91%	2%
The British National Party (BNP)	3	*	3	-	-	-	3	-	-	*	-	-	3	-	-	-	*	-	-	-	-	*	3
	*	*	1%	-	-	-	2%	-	-	*	-	-	1%	-	-	-	1%	-	-	-	-	2%	6%
Some other party	3	1	2	-	1	-	-	-	2	-	1	2	-	-	-	-	*	-	-	-	-	1	2
	*	*	1%	-	2%	-	-	-	1%	-	*	2%	-	-	-	-	1%	-	-	-	-	6%	4%

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Table 10

Q3. Weighted by Normal weighting, likely to vote, with undecided / refused removed and then reallocated based on 2010 vote
Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]

Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					Undecided
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	
Unweighted Total	777	384	393	27	51	69	128	168	334	174	317	177	109	315	206	66	81	190	156	10	235	24	153
Weighted Total	803	390	413	38	99	96	175	134	262	154	241	186	223	336	215	97	68	203	166	15	228	25	157
Conservative	274	126	148	5	32	36	53	45	104	74	82	64	54	241	5	18	8	193	5	-	8	2	60
	34%	32%	36%	13%	32%	38%	30%	34%	40%	48%	34%	35%	24%	72%	2%	18%	11%	95%	3%	-	3%	10%	38%
Labour	210	102	108	18	27	28	42	35	60	29	65	45	71	4	167	11	19	2	157	-	6	-	43
	26%	26%	26%	46%	27%	29%	24%	26%	23%	19%	27%	24%	32%	1%	78%	11%	28%	1%	94%	-	2%	-	27%
Liberal Democrat	52	22	30	2	7	7	12	7	18	10	16	18	9	2	1	46	1	1	3	15	2	-	31
	7%	6%	7%	7%	7%	7%	7%	5%	7%	7%	6%	10%	4%	1%	*	48%	1%	1%	2%	100%	1%	-	20%
The UK Independence Party (UKIP)	233	132	101	7	29	21	62	41	73	36	71	50	77	85	40	19	33	6	1	-	212	*	13
	29%	34%	24%	19%	29%	22%	36%	30%	28%	23%	29%	27%	34%	25%	19%	20%	49%	3%	1%	-	93%	2%	8%
The Green Party	21	4	18	6	3	3	3	5	2	4	5	6	7	4	3	3	7	-	-	-	-	20	1
	3%	1%	4%	15%	3%	4%	1%	4%	1%	3%	2%	3%	3%	1%	1%	3%	10%	-	-	-	-	82%	1%
The British National Party (BNP)	3	*	3	-	-	-	3	-	-	*	-	-	3	-	-	-	*	-	-	-	-	*	3
	*	*	1%	-	-	-	2%	-	-	*	-	-	1%	-	-	-	1%	-	-	-	-	2%	2%
Some other party	9	3	6	-	2	-	1	1	5	1	3	3	2	-	-	-	*	-	-	-	-	1	8
	1%	1%	1%	-	2%	-	*	1%	2%	1%	1%	2%	1%	-	-	-	1%	-	-	-	-	5%	5%

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Table 11
Published voting intention figures (thinking about your constituency)

	Total
Conservative	34%
Labour	26%
Liberal Democrat	7%
The UK Independence Party (UKIP)	29%
The Green Party	3%
Other	1%

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Table 12

Q4. 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?

Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote			Voting Intention						
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
Voted	757	363	395	27	85	87	163	138	257	156	228	164	210	320	210	94	-	184	133	13	177	17	168
	76%	76%	75%	33%	56%	73%	82%	86%	89%	82%	76%	72%	73%	100%	100%	100%	-	96%	81%	94%	79%	55%	73%
Did not vote	211	98	113	53	58	24	32	17	26	31	62	51	67	-	-	-	211	7	25	1	40	13	58
	21%	21%	21%	65%	38%	20%	16%	11%	9%	16%	21%	22%	24%	-	-	-	100%	3%	15%	6%	18%	45%	25%
(Don't know)	30	14	16	2	9	9	3	5	3	3	7	13	7	-	-	-	-	2	6	-	7	-	5
	3%	3%	3%	2%	6%	7%	1%	3%	1%	1%	2%	6%	2%	-	-	-	-	1%	4%	-	3%	-	2%
(Refused)	5	-	5	-	2	-	-	1	2	1	2	-	2	-	-	-	-	-	-	-	-	-	-
	*	-	1%	-	1%	-	-	1%	1%	*	1%	-	1%	-	-	-	-	-	-	-	-	-	-

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Table 13
Q5. Could you tell me which party you voted for at the last general election back in May 2010? Was it
Base : Voted in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	760	369	391	12	39	62	124	178	345	182	314	159	105	319	211	67	-	183	129	9	193	18	168
Weighted Total	757	363	395	27	85	87	163	138	257	156	228	164	210	320	210	94	-	184	133	13	177	17	168
Conservative	320 42%	157 43%	163 41%	11 40%	35 41%	40 46%	62 38%	51 37%	121 47%	90 58%	99 44%	65 40%	65 31%	320 100%	-	-	-	168 91%	4 3%	1 10%	74 42%	6 36%	53 31%
Labour	210 28%	105 29%	105 27%	9 32%	24 28%	25 29%	44 27%	40 29%	68 27%	30 19%	52 23%	44 27%	84 40%	-	210 100%	-	-	2 1%	112 84%	-	39 22%	3 20%	47 28%
Liberal Democrats	94 12%	53 15%	41 11%	6 23%	14 16%	11 12%	28 17%	13 10%	22 9%	14 9%	34 15%	34 20%	12 6%	-	-	94 100%	-	9 5%	13 9%	12 90%	19 11%	3 17%	38 22%
Or another party?	44 6%	20 6%	24 6%	-	4 5%	2 2%	14 9%	11 8%	13 5%	5 3%	12 5%	9 6%	17 8%	-	-	-	-	1 *	-	-	32 18%	3 16%	8 5%
(Don't Know)	29 4%	8 2%	22 6%	-	7 8%	1 1%	3 2%	6 4%	12 5%	3 2%	7 3%	5 3%	14 7%	-	-	-	-	2 1%	3 2%	-	9 5%	1 7%	12 7%
(Refused)	60 8%	21 6%	40 10%	2 6%	2 2%	9 10%	12 7%	17 12%	20 8%	14 9%	23 10%	7 4%	16 8%	-	-	-	-	2 1%	2 2%	-	5 3%	1 4%	10 6%

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Table 14
Q6. Which of the following do you think would make the best Prime Minister?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
David Cameron	311	166	144	17	44	42	51	53	104	79	101	67	65	202	12	29	39	176	10	5	28	-	58
	31%	35%	27%	21%	29%	35%	26%	33%	36%	41%	34%	29%	23%	63%	6%	30%	18%	91%	6%	33%	13%	-	25%
Ed Miliband	166	82	84	20	26	19	36	27	39	24	47	41	54	8	96	22	29	3	121	-	6	8	20
	17%	17%	16%	24%	17%	15%	18%	17%	13%	13%	16%	18%	19%	3%	46%	24%	14%	1%	74%	-	3%	28%	9%
Nick Clegg	27	10	17	1	4	3	6	8	4	7	9	7	3	5	3	10	6	2	2	7	2	2	9
	3%	2%	3%	1%	3%	2%	3%	5%	2%	4%	3%	3%	1%	2%	2%	11%	3%	1%	1%	48%	1%	5%	4%
Nigel Farage	168	86	82	7	23	14	48	31	44	23	45	40	60	50	33	16	33	3	6	-	132	3	16
	17%	18%	15%	8%	15%	12%	24%	19%	15%	12%	15%	17%	21%	15%	16%	17%	16%	1%	4%	-	59%	11%	7%
(Don't know)	291	115	176	36	53	38	47	36	82	46	83	67	94	50	61	16	98	9	23	3	47	15	122
	29%	24%	33%	44%	34%	31%	24%	22%	29%	24%	28%	29%	33%	15%	29%	17%	46%	5%	14%	20%	21%	49%	53%
(Refused)	40	14	26	1	4	5	9	6	14	10	13	7	10	5	5	1	7	-	2	-	8	2	6
	4%	3%	5%	1%	3%	4%	5%	4%	5%	5%	4%	3%	3%	2%	2%	1%	3%	-	1%	-	4%	7%	3%

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Table 15
Q7. Which of the following statements do you most agree with?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
I am satisfied with the job David Cameron is doing overall as Prime Minister	247 25%	113 24%	134 25%	15 19%	39 25%	31 26%	43 22%	40 25%	79 27%	57 30%	76 26%	53 23%	60 21%	153 48%	26 12%	13 14%	32 15%	118 61%	14 8%	5 37%	24 11%	1 2%	62 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	319 32%	162 34%	157 30%	28 34%	37 24%	36 30%	72 36%	48 30%	97 34%	63 33%	93 31%	73 32%	90 31%	132 41%	39 19%	39 41%	61 29%	66 34%	26 16%	7 47%	106 47%	9 29%	84 36%
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	235 23%	116 24%	119 23%	20 25%	45 29%	24 20%	46 23%	44 27%	55 19%	34 18%	67 22%	56 24%	78 27%	13 4%	113 54%	27 29%	49 23%	3 2%	111 67%	2 16%	43 19%	11 37%	28 12%
(Don't know)	166 17%	73 15%	93 18%	17 20%	28 18%	25 21%	26 13%	24 15%	46 16%	26 14%	54 18%	37 16%	49 17%	17 5%	27 13%	11 12%	57 27%	3 1%	12 7%	-	38 17%	8 26%	52 22%
(Refused)	37 4%	11 2%	26 5%	2 2%	5 3%	4 4%	11 6%	5 3%	10 4%	9 4%	8 3%	11 5%	9 3%	5 1%	4 2%	4 4%	12 6%	2 1%	3 2%	-	12 5%	2 6%	5 2%

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Table 16
Q8. Which of the following do you most trust to manage the economy in the best interests of Britain?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
David Cameron and the Chancellor of the Exchequer, George Osborne	503 50%	260 55%	243 46%	33 41%	74 48%	56 47%	102 52%	83 52%	153 53%	113 60%	148 49%	114 50%	128 45%	278 87%	52 25%	41 44%	71 34%	182 95%	29 17%	8 57%	123 55%	8 27%	109 47%
Ed Miliband and the Shadow Chancellor, Ed Balls	236 23%	117 25%	119 22%	23 28%	36 24%	29 24%	47 24%	42 26%	58 20%	34 18%	74 25%	59 26%	69 24%	12 4%	124 59%	30 32%	51 24%	2 1%	120 73%	2 16%	32 14%	14 46%	43 19%
(Don't know)	265 26%	98 21%	167 32%	26 32%	43 28%	35 29%	49 24%	36 22%	77 27%	43 23%	77 26%	55 24%	90 31%	30 9%	34 16%	23 25%	89 42%	8 4%	16 10%	4 27%	69 31%	8 28%	79 34%

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Table 17

Q9. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job?

David Cameron as Prime Minister

Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
10	38 4%	17 4%	20 4%	5 6%	-	4 3%	8 4%	8 5%	14 5%	10 5%	8 3%	6 3%	14 5%	28 9%	1 1%	1 1%	1 1%	22 11%	1 1%	-	2 1%	-	3 2%
9	19 2%	11 2%	9 2%	-	-	4 3%	3 2%	4 3%	8 3%	5 3%	8 3%	4 2%	2 1%	15 5%	-	1 1%	1 *	15 8%	1 *	1 8%	*	1 2%	-
8	118 12%	53 11%	64 12%	1 1%	20 13%	13 11%	17 9%	16 10%	50 17%	22 12%	45 15%	21 9%	30 10%	76 24%	9 4%	7 8%	15 7%	67 35%	8 5%	3 20%	6 3%	-	26 11%
7	127 13%	65 14%	62 12%	12 14%	12 8%	13 11%	29 15%	20 13%	41 14%	38 20%	40 13%	29 13%	20 7%	69 21%	10 5%	14 15%	20 9%	35 18%	7 4%	2 15%	31 14%	1 4%	44 19%
6	130 13%	63 13%	67 13%	19 23%	28 18%	18 15%	19 10%	15 9%	30 11%	23 12%	31 10%	29 13%	47 16%	46 14%	33 16%	14 15%	24 11%	31 16%	19 12%	1 8%	28 12%	4 12%	36 16%
5	163 16%	68 14%	94 18%	11 14%	22 14%	20 17%	36 18%	28 17%	45 16%	30 16%	48 16%	39 17%	45 16%	34 10%	33 16%	21 23%	39 18%	14 7%	29 18%	6 39%	32 14%	5 16%	47 20%
4	96 10%	40 8%	56 11%	6 7%	23 15%	7 6%	23 12%	17 10%	20 7%	12 6%	28 9%	24 10%	32 11%	18 6%	28 13%	11 11%	19 9%	4 2%	26 16%	-	30 14%	4 15%	24 11%
3	46 5%	21 4%	25 5%	2 3%	8 5%	2 1%	15 8%	8 5%	12 4%	6 3%	16 5%	7 3%	16 6%	7 2%	14 6%	6 6%	8 4%	-	10 6%	-	22 10%	2 7%	7 3%
2	56 6%	29 6%	27 5%	3 4%	3 2%	13 11%	12 6%	12 8%	13 5%	4 2%	21 7%	20 9%	11 4%	13 4%	14 7%	7 8%	14 7%	-	14 8%	-	22 10%	3 12%	8 3%
1	25 3%	16 3%	9 2%	4 5%	3 2%	5 4%	3 1%	3 2%	7 2%	8 4%	6 2%	6 2%	5 2%	1 *	12 6%	2 2%	9 4%	-	10 6%	-	4 2%	2 5%	7 3%
0	120 12%	68 14%	52 10%	6 7%	20 13%	11 9%	25 13%	23 14%	35 12%	21 11%	33 11%	26 11%	40 14%	10 3%	52 25%	6 7%	28 13%	-	34 21%	1 8%	39 17%	8 25%	14 6%
(Don't know)	65 7%	23 5%	43 8%	14 17%	15 10%	10 8%	8 4%	7 4%	12 4%	9 5%	16 5%	18 8%	23 8%	5 1%	5 2%	3 4%	32 15%	4 2%	6 4%	-	9 4%	1 2%	15 6%
Mean	4.94	4.80	5.07	5.06	4.67	4.94	4.76	4.78	5.27	5.33	5.02	4.73	4.75	6.55	3.47	4.93	4.23	7.49	3.53	5.96	3.95	3.13	5.28
Std. Dev.	2.76	2.88	2.64	2.57	2.51	2.76	2.70	2.90	2.88	2.81	2.73	2.68	2.80	2.26	2.61	2.29	2.61	1.46	2.55	2.30	2.52	2.50	2.27
Std. Err.	0.09	0.13	0.12	0.40	0.29	0.30	0.22	0.20	0.15	0.19	0.14	0.18	0.24	0.13	0.18	0.29	0.19	0.11	0.20	0.73	0.17	0.47	0.15

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Table 18

Q10. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job?

Ed Miliband as Leader of the Labour Party

Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
10	22 2%	9 2%	13 2%	- -	4 2%	2 2%	6 3%	1 1%	8 3%	4 2%	3 1%	4 2%	10 4%	4 1%	9 4%	2 2%	3 1%	3 2%	11 7%	- -	3 1%	- -	5 2%
9	6 1%	3 1%	3 1%	- -	3 2%	- -	1 1%	1 *	1 1%	- -	3 1%	2 1%	- -	1 *	1 *	1 1%	3 1%	- -	2 1%	- -	- -	- -	4 2%
8	39 4%	12 2%	27 5%	3 3%	1 1%	3 2%	12 6%	4 3%	16 5%	6 3%	16 5%	8 3%	9 3%	2 1%	23 11%	2 2%	5 2%	1 *	21 13%	- -	2 1%	- -	8 3%
7	69 7%	34 7%	35 7%	8 10%	10 6%	7 6%	12 6%	14 9%	17 6%	17 9%	11 4%	12 5%	27 10%	3 1%	37 18%	3 4%	19 9%	4 2%	38 23%	1 6%	3 1%	1 4%	13 6%
6	66 7%	31 7%	35 7%	4 5%	11 7%	9 8%	10 5%	11 7%	22 8%	9 5%	22 7%	14 6%	20 7%	18 6%	25 12%	7 8%	11 5%	14 7%	20 12%	2 16%	12 5%	- -	12 5%
5	168 17%	76 16%	93 18%	21 26%	40 26%	15 12%	33 17%	26 16%	33 11%	27 14%	52 18%	47 20%	42 15%	38 12%	40 19%	23 24%	45 21%	17 9%	28 17%	6 39%	36 16%	7 25%	51 22%
4	104 10%	46 10%	57 11%	10 12%	16 10%	20 17%	20 10%	14 9%	24 8%	13 7%	26 9%	22 10%	43 15%	36 11%	17 8%	13 14%	12 6%	21 11%	15 9%	2 11%	25 11%	4 12%	26 11%
3	79 8%	43 9%	36 7%	7 9%	10 6%	12 10%	17 9%	14 9%	19 7%	16 9%	22 7%	14 6%	27 9%	33 10%	10 5%	11 12%	12 6%	27 14%	9 5%	- -	13 6%	6 19%	20 9%
2	97 10%	51 11%	45 9%	4 5%	14 9%	12 10%	11 6%	21 13%	35 12%	19 10%	30 10%	26 11%	22 8%	44 14%	7 4%	10 11%	20 9%	27 14%	1 1%	2 15%	30 13%	1 3%	27 11%
1	59 6%	39 8%	19 4%	5 6%	3 2%	7 6%	20 10%	11 7%	12 4%	17 9%	19 6%	13 6%	9 3%	33 10%	6 3%	3 4%	12 6%	24 12%	4 2%	- -	14 6%	2 6%	10 5%
0	190 19%	97 20%	93 18%	3 4%	19 12%	15 12%	46 23%	32 20%	75 26%	42 22%	63 21%	43 19%	41 14%	88 27%	23 11%	15 16%	28 13%	41 21%	6 3%	2 12%	77 34%	6 19%	29 12%
(Don't know)	106 11%	33 7%	73 14%	17 21%	24 15%	18 15%	10 5%	12 8%	26 9%	18 10%	31 10%	23 10%	34 12%	19 6%	11 5%	2 2%	42 20%	13 7%	10 6%	- -	10 4%	4 12%	26 11%
Mean	3.57	3.33	3.80	4.34	4.07	3.67	3.45	3.34	3.31	3.24	3.40	3.54	4.00	2.51	5.10	3.71	3.83	2.68	5.93	4.10	2.45	3.06	3.89
Std. Dev.	2.68	2.63	2.72	2.02	2.47	2.42	2.87	2.57	2.90	2.76	2.68	2.65	2.63	2.32	2.69	2.44	2.61	2.29	2.29	2.11	2.38	2.12	2.52
Std. Err.	0.09	0.12	0.13	0.32	0.29	0.28	0.23	0.18	0.15	0.19	0.14	0.19	0.23	0.13	0.19	0.30	0.20	0.17	0.18	0.67	0.16	0.42	0.18

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Table 19

Q11. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job?

Nick Clegg as Leader of the Liberal Democrats

Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
10	6 1%	2 *	4 1%	-	2 1%	1 1%	1 1%	* 1%	2 1%	3 2%	2 1%	1 *	-	5 2%	-	1 1%	* *	3 2%	-	1 8%	1 *	-	-
9	15 2%	5 1%	11 2%	-	5 3%	-	5 2%	* *	5 2%	1 *	3 1%	2 1%	9 3%	6 2%	2 1%	3 3%	1 *	1 1%	-	1 8%	5 2%	-	5 2%
8	18 2%	4 1%	14 3%	1 2%	3 2%	2 2%	2 1%	5 3%	4 2%	2 1%	7 2%	5 2%	4 1%	2 1%	1 1%	8 9%	4 2%	-	3 2%	6 43%	1 1%	-	5 2%
7	32 3%	18 4%	14 3%	-	6 4%	7 6%	7 4%	3 2%	8 3%	9 5%	10 3%	9 4%	3 1%	11 4%	3 1%	8 9%	6 3%	12 6%	2 1%	3 20%	2 1%	-	8 3%
6	59 6%	31 7%	28 5%	4 5%	17 11%	4 3%	11 5%	8 5%	16 5%	9 5%	16 6%	13 6%	21 7%	28 9%	8 4%	3 3%	7 3%	20 10%	11 7%	1 9%	9 4%	1 3%	10 4%
5	159 16%	69 15%	89 17%	16 20%	27 18%	22 19%	38 19%	21 13%	34 12%	31 16%	42 14%	38 17%	48 17%	43 14%	38 18%	20 21%	36 17%	33 17%	29 17%	2 12%	31 14%	5 18%	49 21%
4	86 9%	36 8%	50 9%	12 15%	16 10%	5 4%	13 7%	16 10%	24 8%	17 9%	24 8%	22 9%	23 8%	23 7%	20 9%	8 9%	21 10%	10 5%	20 12%	-	20 9%	5 17%	22 9%
3	83 8%	39 8%	44 8%	9 11%	9 6%	12 10%	15 7%	14 8%	26 9%	24 13%	30 10%	9 4%	20 7%	36 11%	16 8%	15 16%	6 3%	27 14%	13 8%	-	14 6%	2 6%	18 8%
2	80 8%	41 9%	40 7%	8 10%	10 6%	7 6%	15 7%	14 9%	27 10%	15 8%	27 9%	21 9%	17 6%	34 10%	13 6%	6 7%	18 9%	21 11%	13 8%	-	13 6%	3 10%	22 9%
1	75 7%	39 8%	35 7%	9 11%	3 2%	9 8%	15 8%	19 12%	19 7%	12 6%	26 9%	19 8%	17 6%	26 8%	17 8%	8 9%	15 7%	21 11%	14 9%	-	17 8%	1 3%	18 8%
0	273 27%	158 33%	115 22%	8 10%	29 19%	32 27%	63 32%	44 27%	96 33%	47 25%	77 26%	63 27%	87 30%	90 28%	75 36%	12 13%	52 25%	33 17%	50 30%	-	101 45%	10 34%	37 16%
(Don't know)	117 12%	32 7%	85 16%	15 18%	26 17%	19 16%	14 7%	18 11%	26 9%	20 10%	33 11%	28 12%	37 13%	16 5%	17 8%	1 1%	44 21%	11 6%	11 6%	-	9 4%	3 9%	39 17%
Mean	2.87	2.57	3.17	3.19	3.83	2.86	2.79	2.57	2.54	2.99	2.85	2.83	2.84	2.89	2.37	4.04	2.78	3.28	2.62	7.49	2.14	2.40	3.34
Std. Dev.	2.58	2.51	2.61	1.99	2.75	2.60	2.65	2.41	2.57	2.53	2.56	2.57	2.66	2.62	2.37	2.68	2.47	2.47	2.33	1.40	2.52	2.16	2.42
Std. Err.	0.09	0.12	0.12	0.31	0.33	0.30	0.22	0.17	0.14	0.18	0.13	0.18	0.24	0.15	0.17	0.33	0.19	0.18	0.19	0.44	0.17	0.42	0.17

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Table 20

Q12. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job?

Nigel Farage as Leader of the UK Independence Party (UKIP)

Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
10	78 8%	44 9%	33 6%	2 2%	8 6%	16 13%	15 7%	11 7%	26 9%	14 7%	20 7%	17 7%	27 10%	30 9%	10 5%	11 11%	12 6%	7 4%	*	3 19%	52 23%	2 6%	10 5%
9	52 5%	22 5%	29 6%	5 6%	1 1%	1 1%	19 10%	10 6%	16 6%	12 6%	13 4%	15 6%	12 4%	17 5%	9 4%	7 7%	8 4%	6 3%	3 2%	-	31 14%	4 13%	6 3%
8	116 12%	62 13%	54 10%	2 2%	14 9%	12 10%	29 14%	26 16%	34 12%	18 9%	42 14%	23 10%	33 12%	55 17%	19 9%	8 9%	18 8%	18 9%	8 5%	-	65 29%	-	20 9%
7	81 8%	49 10%	32 6%	7 8%	18 12%	8 7%	15 7%	13 8%	21 7%	19 10%	19 6%	15 7%	27 10%	21 6%	13 6%	13 14%	20 10%	12 6%	13 8%	2 16%	24 11%	-	20 9%
6	71 7%	37 8%	34 6%	3 4%	15 10%	10 8%	13 7%	12 8%	18 6%	12 6%	19 6%	17 7%	23 8%	22 7%	11 5%	10 10%	15 7%	18 9%	7 4%	-	16 7%	2 7%	19 8%
5	92 9%	44 9%	48 9%	11 14%	16 11%	11 9%	14 7%	16 10%	24 8%	15 8%	25 8%	33 14%	19 7%	32 10%	15 7%	10 11%	22 10%	21 11%	12 7%	2 15%	15 7%	2 6%	26 11%
4	39 4%	17 4%	21 4%	6 7%	6 4%	3 3%	8 4%	4 3%	12 4%	13 7%	14 5%	8 4%	3 1%	13 4%	6 3%	4 4%	9 4%	10 5%	11 7%	-	4 2%	2 7%	10 4%
3	35 4%	18 4%	17 3%	1 1%	4 3%	3 3%	10 5%	5 3%	11 4%	5 3%	12 4%	9 4%	10 3%	15 5%	6 3%	3 3%	7 3%	11 6%	8 5%	-	1 1%	1 4%	8 3%
2	34 3%	18 4%	17 3%	5 6%	5 3%	3 3%	8 4%	5 3%	9 3%	7 4%	11 4%	9 4%	7 2%	10 3%	8 4%	2 2%	9 4%	8 4%	6 4%	1 5%	2 1%	1 3%	14 6%
1	54 5%	26 5%	28 5%	5 6%	7 4%	9 8%	13 7%	6 4%	14 5%	10 5%	14 5%	14 6%	17 6%	15 5%	21 10%	4 4%	10 5%	13 7%	16 10%	-	*	-	21 9%
0	218 22%	98 21%	120 23%	21 25%	34 22%	25 21%	40 20%	32 20%	67 23%	43 23%	72 24%	40 17%	63 22%	67 21%	72 34%	19 20%	41 19%	51 26%	71 43%	5 37%	4 2%	16 54%	32 14%
(Don't know)	132 13%	38 8%	94 18%	15 18%	26 17%	19 15%	14 7%	21 13%	38 13%	22 12%	37 12%	29 13%	45 16%	25 8%	20 9%	4 4%	41 19%	18 9%	8 5%	1 8%	9 4%	1 2%	44 19%
Mean	4.61	4.84	4.37	3.62	4.33	4.61	4.86	4.97	4.63	4.54	4.42	4.75	4.74	4.93	3.42	5.18	4.48	3.83	2.51	4.19	7.83	2.94	4.37
Std. Dev.	3.54	3.51	3.55	3.25	3.33	3.69	3.56	3.49	3.64	3.53	3.54	3.39	3.67	3.54	3.56	3.47	3.39	3.27	2.96	4.11	2.04	3.75	3.18
Std. Err.	0.12	0.17	0.17	0.51	0.40	0.42	0.29	0.25	0.19	0.25	0.19	0.24	0.33	0.21	0.26	0.44	0.26	0.25	0.24	1.37	0.13	0.71	0.23

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Table 21
Q13. 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				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
The Conservatives	137 14%	64 14%	73 14%	- -	9 6%	22 18%	29 15%	25 16%	52 18%	32 17%	39 13%	35 15%	32 11%	74 23%	23 11%	16 17%	7 3%	42 22%	18 11%	2 12%	35 15%	5 18%	28 12%
Labour	94 9%	50 10%	45 8%	10 12%	19 12%	9 8%	27 13%	9 6%	20 7%	13 7%	26 9%	19 8%	36 13%	20 6%	32 15%	13 13%	13 6%	12 6%	31 19%	2 11%	15 7%	1 4%	22 10%
The Lib Dems	12 1%	6 1%	6 1%	3 4%	- -	2 2%	4 2%	1 *	2 1%	3 2%	4 1%	- -	5 2%	4 1%	2 1%	- -	4 2%	1 *	2 1%	1 9%	2 1%	3 11%	2 1%
UKIP	248 25%	150 32%	98 18%	16 20%	45 29%	40 33%	49 25%	37 23%	61 21%	42 22%	79 26%	61 27%	65 23%	98 31%	50 24%	24 26%	41 19%	42 22%	41 25%	6 39%	70 31%	9 30%	59 25%
None of the above	554 55%	255 54%	298 56%	44 54%	80 52%	57 47%	114 57%	86 53%	173 60%	110 58%	168 56%	108 47%	168 59%	157 49%	115 55%	52 56%	133 63%	109 57%	86 52%	5 37%	121 54%	12 41%	127 55%
(Don't know)	65 7%	18 4%	47 9%	10 13%	15 10%	6 5%	8 4%	11 7%	16 5%	9 5%	17 6%	25 11%	15 5%	15 5%	13 6%	- -	22 10%	9 5%	10 6%	- -	8 4%	2 6%	18 8%
(Refused)	6 1%	2 *	5 1%	- -	3 2%	- -	1 1%	2 1%	* *	3 1%	2 1%	2 1%	- -	1 *	1 1%	1 1%	2 1%	1 *	1 1%	- -	2 1%	- -	2 1%

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Table 22
Q14. Which of the following would you MOST like to see as the outcome of the next election?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
A Conservative government	310 31%	158 33%	152 29%	9 10%	30 20%	40 34%	60 30%	54 33%	118 41%	82 43%	95 32%	70 31%	62 22%	213 66%	13 6%	20 21%	30 14%	171 89%	8 5%	-	61 27%	3 10%	52 22%
A coalition between the Conservatives and the Liberal Democrats	77 8%	43 9%	34 6%	11 14%	21 14%	4 3%	12 6%	7 5%	22 8%	9 5%	27 9%	17 8%	24 8%	31 10%	5 3%	12 13%	21 10%	16 8%	2 1%	5 33%	11 5%	1 4%	30 13%
A coalition between Labour and the Liberal Democrats	83 8%	47 10%	36 7%	10 13%	17 11%	8 6%	21 10%	15 9%	13 5%	17 9%	28 9%	18 8%	20 7%	9 3%	20 10%	19 20%	21 10%	-	20 12%	7 51%	20 9%	11 36%	15 7%
A Labour government	224 22%	108 23%	116 22%	24 30%	32 21%	27 23%	50 25%	38 24%	52 18%	36 19%	61 21%	51 22%	75 26%	11 3%	134 64%	22 24%	47 22%	-	125 76%	2 16%	29 13%	7 24%	40 17%
(Don't know)	255 25%	102 22%	153 29%	26 32%	49 32%	30 25%	47 24%	35 22%	68 24%	35 19%	67 22%	63 28%	90 31%	50 16%	35 17%	19 20%	82 39%	4 2%	10 6%	-	84 37%	4 15%	90 39%
(Refuse)	53 5%	16 3%	38 7%	1 1%	5 3%	11 9%	9 5%	12 8%	14 5%	10 5%	21 7%	8 4%	14 5%	7 2%	1 1%	3 3%	10 5%	1 *	-	-	19 8%	3 11%	4 2%

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Table 23
Q15.And which of the following to do think is the MOST likely outcome of the next election?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other	Undecided
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29	228
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30	231
A Conservative government	274 27%	137 29%	136 26%	12 15%	50 33%	30 25%	46 23%	45 28%	89 31%	66 35%	81 27%	54 23%	73 26%	148 46%	43 21%	17 18%	38 18%	99 51%	25 15%	1 9%	61 27%	7 24%	61 26%
A coalition between the Conservatives and the Liberal Democrats	136 14%	54 11%	82 16%	12 15%	22 14%	15 12%	27 14%	24 15%	36 13%	26 14%	43 14%	29 13%	38 13%	56 17%	16 8%	13 14%	27 13%	41 21%	13 8%	5 36%	29 13%	5 17%	34 15%
A coalition between Labour and the Liberal Democrats	96 10%	44 9%	52 10%	7 8%	11 7%	9 8%	30 15%	15 9%	23 8%	15 8%	31 10%	24 11%	26 9%	12 4%	41 19%	14 15%	18 9%	7 4%	36 22%	3 23%	17 8%	3 11%	19 8%
A Labour government	154 15%	80 17%	75 14%	15 18%	23 15%	25 21%	39 20%	20 12%	33 11%	21 11%	43 14%	41 18%	49 17%	22 7%	60 28%	23 24%	36 17%	4 2%	58 35%	3 23%	32 14%	9 31%	26 11%
(Don't know)	322 32%	152 32%	170 32%	36 44%	43 28%	38 32%	52 26%	52 32%	102 36%	55 29%	93 31%	79 35%	96 33%	80 25%	48 23%	26 27%	87 41%	41 21%	31 19%	1 8%	78 35%	5 16%	86 37%
(Refuse)	21 2%	8 2%	13 2%	-	4 3%	3 2%	4 2%	6 4%	4 1%	6 3%	9 3%	3 1%	4 1%	3 1%	2 1%	1 1%	6 3%	-	1 1%	-	7 3%	1 2%	4 2%