

Thornbury & Yate Poll

CATI Fieldwork : 4th-14th November 2014

Absolutes/col percents

Table 1

Q.1 Many people say that if there was a new general election they probably wouldn't vote at all, while others say they definitely would vote. Please say how likely you would be to vote in a new general election?

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	453	547	52	91	163	205	181	304	425	212	128	190	240	115	186	155	38	10	239	79	322	
Weighted base	1000	497	503	93	119	174	199	171	240	264	298	225	168	236	110	191	158	38	11	238	51	326	
Certain to vote	(10)	589	322	267	28	58	104	115	121	160	164	188	123	92	161	66	131	110	18	2	187	33	232
		59%	65%	53%	30%	49%	60%	58%	71%	67%	62%	63%	55%	55%	68%	60%	68%	70%	48%	13%	79%	66%	71%
	(9)	59	29	30	4	6	7	15	11	16	17	18	15	7	10	8	20	8	3	-	12	3	34
		6%	6%	6%	4%	5%	4%	7%	6%	7%	7%	6%	7%	4%	4%	7%	11%	5%	9%	-	5%	6%	10%
	(8)	81	31	50	18	8	18	15	6	15	22	27	14	12	29	5	17	11	5	2	20	4	22
		8%	6%	10%	20%	6%	10%	8%	3%	6%	8%	9%	6%	7%	12%	4%	9%	7%	13%	16%	9%	7%	7%
	(7)	49	30	19	12	3	8	6	8	11	16	9	12	7	14	5	9	5	3	4	3	2	16
		5%	6%	4%	13%	3%	4%	3%	5%	5%	6%	3%	5%	4%	6%	4%	4%	3%	8%	33%	1%	4%	5%
	(6)	25	11	14	2	6	4	7	2	5	5	7	4	7	5	4	2	3	2	1	2	1	7
		2%	2%	3%	2%	5%	2%	3%	1%	2%	2%	2%	2%	4%	2%	4%	1%	2%	6%	6%	1%	2%	2%
	(5)	72	29	43	8	14	15	14	8	14	15	14	26	14	13	8	10	10	3	3	6	3	11
		7%	6%	9%	8%	11%	9%	7%	5%	6%	6%	5%	12%	8%	6%	7%	5%	6%	7%	24%	3%	6%	3%
	(4)	10	4	6	1	2	2	2	1	1	2	6	-	2	-	2	-	-	2	-	-	-	1
		1%	1%	1%	1%	2%	1%	1%	*	1%	2%	2%	-	1%	-	2%	-	-	4%	-	-	-	*
	(3)	23	7	16	4	5	3	5	4	3	5	3	10	3	1	6	1	8	1	1	3	2	1
		2%	1%	3%	4%	4%	2%	2%	2%	1%	2%	1%	4%	2%	1%	6%	1%	5%	2%	8%	1%	4%	*
	(2)	19	9	10	5	2	3	6	2	1	6	4	3	5	2	6	2	3	2	-	1	-	1
		2%	2%	2%	5%	2%	2%	3%	1%	1%	2%	1%	2%	3%	1%	6%	1%	2%	4%	-	*	-	*
Definitely would not vote	(1)	68	23	46	11	17	9	15	6	10	12	20	17	16	-	-	-	-	-	-	2	3	3
		7%	5%	9%	12%	14%	5%	7%	4%	4%	4%	7%	8%	10%	-	-	-	-	-	-	1%	5%	1%
Refused		2	2	-	-	-	-	-	2	-	-	-	1	-	-	-	-	-	-	-	-	-	-
		*	*	-	-	-	-	-	1%	-	-	-	1%	-	-	-	-	-	-	-	-	-	-
Don't know		3	-	3	-	-	2	-	2	-	3	-	1	-	-	-	-	-	-	-	1	-	-
		*	-	1%	-	-	1%	-	1%	-	1%	-	*	-	-	-	-	-	-	-	*	-	-
Mean		8.18	8.54	7.81	6.80	7.22	8.29	8.08	8.78	8.75	8.47	8.44	7.88	7.76	9.04	8.27	9.16	8.82	8.15	6.70	9.36	8.56	9.24
Standard deviation		2.83	2.54	3.05	3.16	3.38	2.67	2.93	2.43	2.36	2.57	2.70	2.99	3.13	1.70	2.64	1.62	2.19	2.37	1.98	1.61	2.56	1.56
Standard error		0.09	0.12	0.13	0.44	0.35	0.21	0.20	0.18	0.14	0.12	0.19	0.26	0.23	0.11	0.25	0.12	0.18	0.38	0.63	0.10	0.29	0.09

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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	453	547	52	91	163	205	181	304	425	212	128	190	240	115	186	155	38	10	239	79	322
Weighted base	1000	497	503	93	119	174	199	171	240	264	298	225	168	236	110	191	158	38	11	238	51	326
Conservative	236	120	116	25	17	39	54	43	58	75	70	56	28	236	-	-	-	-	-	144	2	32
	24%	24%	23%	27%	14%	22%	27%	25%	24%	28%	24%	25%	17%	100%	-	-	-	-	-	61%	5%	10%
Labour	110	58	52	8	22	24	21	15	21	34	33	31	11	-	110	-	-	-	-	10	25	41
	11%	12%	10%	8%	18%	14%	11%	9%	9%	13%	11%	14%	7%	-	100%	-	-	-	-	4%	50%	13%
Liberal Democrat	191	91	100	11	24	37	31	37	52	56	57	45	26	-	-	191	-	-	-	10	2	143
	19%	18%	20%	12%	20%	21%	15%	22%	22%	21%	19%	20%	15%	-	-	100%	-	-	-	4%	4%	44%
The UK Independence Party (UKIP)	158	102	57	16	16	22	32	31	42	28	56	33	36	-	-	-	158	-	-	47	11	41
	16%	20%	11%	17%	14%	13%	16%	18%	17%	11%	19%	15%	22%	-	-	-	100%	-	-	20%	22%	12%
The Green Party	38	16	22	7	7	6	13	3	1	13	12	4	6	-	-	-	-	38	-	2	1	17
	4%	3%	4%	8%	6%	3%	6%	2%	1%	5%	4%	2%	4%	-	-	-	-	100%	-	1%	3%	5%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	11	9	3	4	-	4	1	-	3	3	-	4	1	-	-	-	-	-	11	1	-	2
	1%	2%	1%	4%	-	2%	1%	-	1%	1%	-	2%	*	-	-	-	-	-	100%	*	-	1%
Would not vote	68	23	46	11	17	9	15	6	10	12	20	17	16	-	-	-	-	-	-	2	3	3
	7%	5%	9%	12%	14%	5%	7%	4%	4%	4%	7%	8%	10%	-	-	-	-	-	-	1%	5%	1%
Refused	63	33	30	2	2	6	8	18	25	13	15	12	15	-	-	-	-	-	-	6	*	9
	6%	7%	6%	2%	2%	4%	4%	11%	10%	5%	5%	5%	9%	-	-	-	-	-	-	3%	1%	3%
Don't know	124	45	79	9	14	28	24	17	29	31	35	21	29	-	-	-	-	-	-	16	5	38
	12%	9%	16%	10%	12%	16%	12%	10%	12%	12%	12%	9%	17%	-	-	-	-	-	-	7%	10%	12%

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Absolutes/col percents

Table 3

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

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

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

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

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	558	280	277	23	43	95	119	109	168	257	128	68	87	183	82	147	116	25	4	178	55	220
Weighted base	549	305	244	41	57	98	112	103	137	158	177	119	76	179	73	150	117	24	5	177	34	226
Conservative	179	97	83	18	13	30	40	35	42	59	53	43	21	179	-	-	-	-	-	121	2	25
	33%	32%	34%	44%	23%	31%	36%	34%	31%	37%	30%	36%	27%	100%	-	-	-	-	-	69%	5%	11%
Labour	73	39	34	4	10	19	14	13	15	26	24	16	6	-	73	-	-	-	-	9	20	35
	13%	13%	14%	9%	17%	19%	12%	12%	11%	17%	14%	13%	8%	-	100%	-	-	-	-	5%	58%	16%
Liberal Democrat	150	70	80	8	18	26	24	30	44	43	47	33	21	-	-	150	-	-	-	7	2	120
	27%	23%	33%	20%	31%	27%	21%	29%	32%	27%	27%	28%	27%	-	-	100%	-	-	-	4%	6%	53%
The UK Independence Party (UKIP)	117	83	34	7	11	18	25	24	33	20	44	24	24	-	-	-	117	-	-	40	10	30
	21%	27%	14%	16%	19%	18%	22%	24%	24%	13%	25%	20%	31%	-	-	-	100%	-	-	22%	28%	13%
The Green Party	24	12	12	3	6	4	9	1	1	9	8	2	4	-	-	-	-	24	-	1	1	13
	4%	4%	5%	6%	10%	4%	8%	1%	1%	5%	4%	2%	5%	-	-	-	-	100%	-	*	4%	6%
Some other party	5	4	1	2	-	1	*	-	1	1	-	1	1	-	-	-	-	-	5	*	-	1
	1%	1%	*	5%	-	1%	*	-	1%	1%	-	1%	1%	-	-	-	-	-	100%	*	-	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	33%
Labour	13%
Liberal Democrat	28%
UKIP	21%
Green	4%
Other	1%

Thornbury & Yate Poll

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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	453	547	52	91	163	205	181	304	425	212	128	190	240	115	186	155	38	10	239	79	322
Weighted base	1000	497	503	93	119	174	199	171	240	264	298	225	168	236	110	191	158	38	11	238	51	326
Conservative	176	90	86	14	11	36	39	33	43	52	50	46	23	158	2	2	5	-	-	115	2	15
	18%	18%	17%	15%	10%	21%	20%	19%	18%	20%	17%	20%	14%	67%	2%	1%	3%	-	-	48%	5%	5%
Labour	82	47	35	7	12	11	21	13	18	27	16	24	14	2	68	1	2	1	*	5	24	23
	8%	10%	7%	7%	10%	6%	11%	7%	8%	10%	5%	11%	8%	1%	62%	*	1%	2%	4%	2%	47%	7%
Liberal Democrat	346	159	187	24	44	65	67	58	88	102	108	74	49	52	32	186	22	11	1	48	10	222
	35%	32%	37%	26%	37%	38%	34%	34%	37%	39%	36%	33%	29%	22%	29%	97%	14%	29%	7%	20%	21%	68%
The UK Independence Party (UKIP)	131	94	37	17	13	18	24	29	30	23	43	32	26	10	-	1	116	1	2	43	7	24
	13%	19%	7%	18%	11%	10%	12%	17%	12%	9%	14%	14%	15%	4%	-	*	73%	2%	22%	18%	15%	7%
The Green Party	23	15	8	4	4	5	6	2	1	8	8	1	5	-	-	-	-	21	-	1	1	8
	2%	3%	2%	4%	3%	3%	3%	1%	*	3%	3%	*	3%	-	-	-	-	55%	-	*	3%	3%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	9	6	2	-	1	2	3	-	3	1	-	6	1	-	-	-	1	-	5	2	-	2
	1%	1%	*	-	1%	1%	1%	-	1%	*	-	2%	1%	-	-	-	1%	-	46%	1%	-	1%
Would not vote	68	23	46	11	17	9	15	6	10	12	20	17	16	-	-	-	-	-	-	2	3	3
	7%	5%	9%	12%	14%	5%	7%	4%	4%	4%	7%	8%	10%	-	-	-	-	-	-	1%	5%	1%
Refused	44	23	20	3	2	6	4	11	17	9	9	8	12	-	-	-	-	-	2	2	*	5
	4%	5%	4%	3%	1%	4%	2%	6%	7%	3%	3%	3%	7%	-	-	-	-	-	16%	1%	1%	1%
Don't know	121	40	82	13	15	21	19	19	31	31	46	18	21	13	8	2	13	5	1	20	2	24
	12%	8%	16%	14%	13%	12%	10%	11%	13%	12%	15%	8%	13%	6%	8%	1%	8%	12%	5%	8%	4%	7%

Thornbury & Yate Poll

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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	579	292	287	23	43	96	127	113	176	265	127	73	95	174	79	145	112	25	4	179	55	234
Weighted base	571	316	255	43	58	101	120	106	142	163	177	128	84	170	71	148	112	24	4	177	34	238
Conservative	132	70	62	9	9	29	27	26	33	42	38	33	17	119	1	2	4	-	-	97	2	11
	23%	22%	24%	20%	15%	29%	23%	24%	23%	26%	21%	26%	21%	70%	2%	1%	4%	-	-	55%	6%	5%
Labour	53	33	21	5	5	8	14	10	12	20	15	11	7	2	45	*	*	*	*	4	17	19
	9%	10%	8%	12%	8%	8%	11%	9%	8%	12%	8%	8%	8%	1%	64%	*	*	2%	5%	2%	49%	8%
Liberal Democrat	266	123	143	18	33	45	53	47	71	79	85	57	38	41	24	146	17	9	1	40	8	181
	47%	39%	56%	41%	56%	45%	44%	44%	50%	48%	48%	44%	45%	24%	34%	98%	15%	38%	20%	22%	22%	76%
The UK Independence Party (UKIP)	101	78	23	11	9	15	21	22	24	15	35	27	18	9	-	1	90	*	1	36	7	19
	18%	25%	9%	25%	15%	15%	17%	21%	17%	9%	20%	21%	21%	5%	-	*	80%	*	34%	21%	20%	8%
The Green Party	15	10	5	1	3	3	5	1	1	6	5	1	3	-	-	-	-	14	-	*	1	6
	3%	3%	2%	3%	5%	3%	4%	1%	*	4%	3%	1%	3%	-	-	-	-	60%	-	*	3%	3%
Some other party	3	2	1	-	1	*	*	-	2	1	-	1	1	-	-	-	1	-	2	1	-	1
	1%	1%	*	-	1%	*	*	-	1%	*	-	1%	1%	-	-	-	1%	-	41%	*	-	*

Thornbury & Yate 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	24%
Labour	9%
Liberal Democrat	47%
UKIP	17%
Green	3%
Other	1%

Thornbury & Yate 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	453	547	52	91	163	205	181	304	425	212	128	190	240	115	186	155	38	10	239	79	322
Weighted base	1000	497	503	93	119	174	199	171	240	264	298	225	168	236	110	191	158	38	11	238	51	326
I would not vote UKIP	573	270	304	56	71	116	117	96	116	170	172	139	75	169	95	158	-	31	6	131	32	228
	57%	54%	60%	61%	59%	66%	59%	56%	48%	64%	58%	62%	45%	72%	86%	82%	-	81%	48%	55%	63%	70%
I would not vote Labour	564	294	270	50	43	90	125	110	146	136	182	131	94	202	-	109	130	21	6	196	10	169
	56%	59%	54%	53%	36%	51%	63%	65%	61%	51%	61%	58%	56%	86%	-	57%	82%	56%	50%	82%	20%	52%
I would not vote Conservative	418	211	206	26	51	66	89	79	105	104	129	85	84	-	85	107	102	27	3	36	41	195
	42%	43%	41%	28%	43%	38%	45%	46%	44%	39%	43%	38%	50%	-	77%	56%	64%	71%	30%	15%	82%	60%
I would not vote Liberal Democrat	366	205	161	29	34	56	81	76	89	88	108	90	66	126	50	-	99	12	5	135	30	55
	37%	41%	32%	31%	29%	32%	41%	44%	37%	33%	36%	40%	39%	54%	46%	-	63%	32%	42%	57%	60%	17%
None of these - I would potentially vote for all of them	90	39	51	9	20	12	13	13	24	24	23	16	19	8	1	6	10	1	3	7	2	16
	9%	8%	10%	9%	17%	7%	6%	8%	10%	9%	8%	7%	11%	3%	1%	3%	6%	3%	28%	3%	4%	5%
Don't know	25	9	16	1	1	6	4	2	10	5	6	4	5	1	-	1	-	-	-	1	-	5
	3%	2%	3%	1%	1%	4%	2%	1%	4%	2%	2%	2%	3%	*	-	*	-	-	-	*	-	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	453	547	52	91	163	205	181	304	425	212	128	190	240	115	186	155	38	10	239	79	322	
Weighted base	1000	497	503	93	119	174	199	171	240	264	298	225	168	236	110	191	158	38	11	238	51	326	
NET: Well	669	349	320	65	75	110	144	119	152	189	193	153	105	211	51	153	86	21	5	196	25	216	
	67%	70%	64%	69%	63%	63%	73%	70%	63%	72%	65%	68%	62%	90%	46%	80%	54%	54%	46%	83%	50%	66%	
Very well	(4)	50	36	15	6	2	9	10	7	14	11	19	7	10	20	-	9	4	1	-	16	-	14
	5%	7%	3%	7%	2%	5%	5%	4%	6%	4%	6%	3%	6%	8%	-	5%	3%	3%	-	7%	-	4%	
Quite well	(3)	619	313	306	58	73	101	134	112	138	178	175	146	95	192	51	144	81	19	5	180	25	202
	62%	63%	61%	62%	62%	58%	67%	65%	58%	67%	59%	65%	56%	81%	46%	75%	51%	51%	46%	76%	50%	62%	
Quite badly	(2)	242	106	136	24	32	59	37	40	51	59	87	47	38	20	45	34	59	13	6	32	18	91
	24%	21%	27%	25%	27%	34%	19%	23%	21%	22%	29%	21%	23%	9%	41%	18%	38%	35%	48%	14%	35%	28%	
Very badly	(1)	49	22	26	4	9	5	12	4	14	7	7	20	12	-	10	2	8	3	-	5	4	9
	5%	5%	5%	4%	7%	3%	6%	2%	6%	3%	2%	9%	7%	-	9%	1%	5%	8%	-	2%	8%	3%	
NET: Badly	291	129	162	28	41	64	49	44	66	65	94	67	51	20	55	36	67	16	6	37	22	100	
	29%	26%	32%	30%	34%	37%	25%	26%	27%	25%	32%	30%	30%	9%	50%	19%	42%	43%	48%	16%	44%	31%	
Don't know	40	19	21	1	3	1	5	8	22	10	11	4	12	4	4	3	6	1	1	4	3	9	
	4%	4%	4%	1%	2%	*	3%	5%	9%	4%	4%	2%	7%	2%	3%	2%	4%	3%	6%	2%	6%	3%	
Mean	2.70	2.76	2.64	2.73	2.59	2.65	2.74	2.75	2.70	2.76	2.71	2.64	2.66	3.00	2.38	2.85	2.53	2.51	2.49	2.89	2.45	2.70	
Standard deviation	0.65	0.65	0.63	0.65	0.65	0.63	0.66	0.57	0.69	0.57	0.62	0.70	0.72	0.42	0.66	0.50	0.64	0.69	0.52	0.53	0.66	0.60	
Standard error	0.02	0.03	0.03	0.09	0.07	0.05	0.05	0.04	0.04	0.03	0.04	0.06	0.05	0.03	0.06	0.04	0.05	0.12	0.17	0.03	0.08	0.03	

Thornbury & Yate Poll

CATI Fieldwork : 4th-14th 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	1000	453	547	52	91	163	205	181	304	425	212	128	190	240	115	186	155	38	10	239	79	322	
Weighted base	1000	497	503	93	119	174	199	171	240	264	298	225	168	236	110	191	158	38	11	238	51	326	
NET: Well	684	363	321	69	87	116	131	123	154	199	204	142	107	204	50	160	97	16	5	192	27	219	
	68%	73%	64%	74%	73%	66%	66%	72%	64%	75%	68%	63%	64%	87%	46%	84%	61%	43%	44%	81%	52%	67%	
Very well	(4)	54	34	21	5	2	6	9	11	20	19	14	7	11	14	1	17	10	-	-	17	1	16
	5%	7%	4%	6%	1%	3%	5%	6%	8%	7%	5%	3%	7%	6%	1%	9%	6%	-	-	7%	2%	5%	
Quite well	(3)	630	330	300	64	86	110	122	112	134	180	190	135	96	190	49	144	87	16	5	175	26	203
	63%	66%	60%	69%	72%	63%	61%	66%	56%	68%	64%	60%	57%	81%	45%	75%	55%	43%	44%	74%	51%	62%	
Quite badly	(2)	226	93	134	14	22	48	48	37	58	48	72	58	41	22	46	28	45	16	5	36	20	79
	23%	19%	27%	15%	18%	27%	24%	22%	24%	18%	24%	26%	24%	10%	42%	14%	28%	43%	40%	15%	40%	24%	
Very badly	(1)	46	19	26	5	7	4	13	5	12	9	6	18	12	-	8	2	11	4	-	4	3	14
	5%	4%	5%	5%	6%	2%	6%	3%	5%	3%	2%	8%	7%	-	7%	1%	7%	11%	-	2%	7%	4%	
NET: Badly	272	112	160	19	29	52	60	42	70	57	78	76	53	22	55	29	56	20	5	40	24	93	
	27%	23%	32%	20%	24%	30%	30%	24%	29%	22%	26%	34%	32%	10%	50%	15%	35%	54%	40%	17%	47%	28%	
Don't know	44	22	23	5	3	7	7	6	15	9	17	6	8	9	5	2	6	1	2	6	1	15	
	4%	4%	5%	6%	2%	4%	4%	4%	6%	3%	6%	3%	5%	4%	5%	1%	4%	4%	16%	3%	1%	4%	
Mean	2.72	2.79	2.66	2.80	2.70	2.70	2.67	2.78	2.72	2.82	2.75	2.60	2.66	2.96	2.41	2.93	2.63	2.33	2.52	2.88	2.48	2.71	
Standard deviation	0.64	0.62	0.65	0.63	0.60	0.57	0.67	0.60	0.70	0.60	0.57	0.69	0.72	0.40	0.65	0.51	0.71	0.68	0.53	0.53	0.65	0.63	
Standard error	0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.06	0.04	0.06	0.11	0.18	0.03	0.07	0.04	

Thornbury & Yate Poll

CATI Fieldwork : 4th-14th 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	1000	453	547	52	91	163	205	181	304	425	212	128	190	240	115	186	155	38	10	239	79	322
Weighted base	1000	497	503	93	119	174	199	171	240	264	298	225	168	236	110	191	158	38	11	238	51	326
I am satisfied with the job David Cameron is doing overall as Prime Minister	356 36%	177 36%	179 36%	37 40%	44 37%	76 43%	65 33%	50 30%	83 35%	92 35%	114 38%	76 34%	59 35%	147 62%	16 15%	67 35%	33 21%	6 15%	3 26%	131 55%	7 14%	79 24%
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	351 35%	179 36%	172 34%	36 39%	33 28%	50 29%	72 36%	70 41%	87 36%	96 36%	105 35%	87 39%	50 30%	85 36%	14 13%	87 45%	84 53%	11 30%	4 32%	90 38%	7 13%	136 42%
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.	166 17%	85 17%	81 16%	11 12%	23 19%	31 18%	38 19%	29 17%	33 14%	54 21%	45 15%	32 14%	28 17%	2 1%	72 65%	32 17%	21 13%	14 36%	2 18%	8 3%	31 61%	88 27%
Refused	33 3%	18 4%	15 3%	4 4%	-	5 3%	5 3%	7 4%	12 5%	3 1%	7 2%	9 4%	8 5%	-	3 3%	-	3 2%	-	2 16%	1 *	2 4%	1 *
Don't know	95 9%	38 8%	57 11%	4 5%	19 16%	12 7%	19 10%	14 8%	25 10%	19 7%	27 9%	21 9%	22 13%	1 1%	4 4%	6 3%	18 11%	7 19%	1 8%	7 3%	4 7%	22 7%

Thornbury & Yate Poll

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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	453	547	52	91	163	205	181	304	425	212	128	190	240	115	186	155	38	10	239	79	322
Weighted base	1000	497	503	93	119	174	199	171	240	264	298	225	168	236	110	191	158	38	11	238	51	326
The Liberal Democrat	416	213	203	11	48	74	87	87	108	125	119	89	74	107	39	115	52	17	2	104	22	190
	42%	43%	40%	12%	40%	42%	44%	51%	45%	47%	40%	40%	44%	46%	36%	60%	33%	44%	16%	44%	44%	58%
The Conservatives	389	200	190	19	53	60	66	79	110	109	119	80	65	101	39	92	51	17	3	102	20	156
	39%	40%	38%	20%	45%	34%	33%	47%	46%	41%	40%	36%	39%	43%	36%	48%	32%	44%	28%	43%	39%	48%
The UK Independence Party (UKIP)	98	61	37	16	17	18	15	15	15	26	31	24	14	29	6	17	18	4	*	26	5	34
	10%	12%	7%	17%	15%	10%	8%	9%	6%	10%	10%	11%	8%	12%	6%	9%	12%	11%	4%	11%	11%	10%
Labour	58	37	21	11	14	2	8	12	11	13	21	9	11	11	16	7	8	4	-	8	6	16
	6%	7%	4%	12%	11%	1%	4%	7%	5%	5%	7%	4%	6%	5%	15%	4%	5%	9%	-	3%	11%	5%
None of them	395	187	207	53	42	76	81	61	80	84	117	99	71	91	49	49	73	15	7	91	23	84
	39%	38%	41%	57%	36%	43%	41%	36%	33%	32%	39%	44%	43%	39%	45%	25%	46%	40%	65%	38%	45%	26%
Don't know	15	5	9	3	1	2	5	2	2	3	4	4	2	1	-	1	1	1	-	2	1	1
	1%	1%	2%	3%	1%	1%	2%	1%	1%	1%	1%	2%	1%	*	-	*	1%	2%	-	1%	2%	*

Thornbury & Yate Poll

CATI Fieldwork : 4th-14th 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	1000	453	547	52	91	163	205	181	304	425	212	128	190	240	115	186	155	38	10	239	79	322
Weighted base	1000	497	503	93	119	174	199	171	240	264	298	225	168	236	110	191	158	38	11	238	51	326
A Conservative government	305 31%	167 34%	139 28%	33 36%	24 20%	50 28%	63 32%	57 34%	77 32%	80 30%	94 31%	80 36%	41 24%	179 76%	4 3%	13 7%	50 32%	7 18%	2 16%	154 65%	5 9%	41 12%
A coalition between the Conservatives and the Liberal Democrats	233 23%	103 21%	130 26%	16 17%	19 16%	46 26%	49 25%	42 24%	60 25%	62 24%	78 26%	47 21%	39 24%	48 20%	3 3%	99 52%	32 20%	5 14%	3 26%	52 22%	3 7%	117 36%
A Labour government	147 15%	75 15%	72 14%	14 15%	25 21%	26 15%	34 17%	22 13%	25 11%	46 18%	32 11%	30 13%	31 19%	1 *	73 66%	13 7%	21 13%	11 28%	2 21%	6 3%	32 63%	53 16%
A coalition between Labour and the Liberal Democrats	139 14%	70 14%	69 14%	10 11%	22 19%	30 17%	28 14%	19 11%	28 12%	42 16%	41 14%	34 15%	17 10%	1 1%	26 24%	59 31%	18 11%	9 25%	2 13%	5 2%	7 13%	80 24%
Don't know	176 18%	82 17%	94 19%	20 21%	28 24%	22 13%	25 13%	30 18%	49 21%	33 13%	53 18%	33 15%	39 23%	7 3%	5 4%	8 4%	37 23%	6 15%	3 24%	20 8%	4 8%	36 11%

Thornbury & Yate Poll
CATI Fieldwork : 4th-14th November 2014

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	453 45%	497 50%
Female	547 55%	503 50%

Thornbury & Yate Poll
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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	52 5%	93 9%
25-34	91 9%	119 12%
35-44	163 16%	174 17%
45-54	205 21%	199 20%
55-64	181 18%	171 17%
65 or older	304 30%	240 24%
Refused	4 *	4 *

Thornbury & Yate Poll
CATI Fieldwork : 4th-14th November 2014

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	152 15%	95 9%
B	273 27%	169 17%
C1	212 21%	298 30%
C2	128 13%	225 22%
D	76 8%	76 8%
E	114 11%	92 9%
Refused	45 5%	45 4%

Thornbury & Yate Poll
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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	239 24%	238 24%
Labour	79 8%	51 5%
Liberal Democrats	322 32%	326 33%
Another party	40 4%	29 3%
Did not vote	229 23%	274 27%
Refused	48 5%	42 4%
Don't know	43 4%	41 4%