

Watford Poll

CATI Fieldwork : 11th-20th 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	446	554	54	113	194	190	180	266	407	255	118	184	267	203	97	131	33	4	269	199	168	
Weighted base	1000	490	510	110	209	199	179	130	170	260	328	193	183	234	209	101	137	38	4	223	173	192	
Certain to vote	(10)	525	272	253	37	85	100	102	84	117	161	181	90	76	150	124	61	81	18	2	167	120	136
		53%	56%	50%	34%	41%	50%	57%	65%	69%	62%	55%	47%	42%	64%	59%	60%	60%	48%	57%	75%	69%	71%
	(9)	58	25	33	5	8	19	9	8	10	16	20	5	16	12	18	7	10	2	-	9	9	18
		6%	5%	6%	4%	4%	9%	5%	6%	6%	6%	6%	3%	9%	5%	9%	7%	7%	6%	-	4%	5%	9%
	(8)	84	42	41	8	16	19	22	12	7	22	22	25	14	31	12	5	12	7	-	18	12	15
		8%	9%	8%	7%	8%	9%	12%	9%	4%	9%	7%	13%	8%	13%	6%	5%	9%	19%	-	8%	7%	8%
	(7)	63	24	38	17	13	11	11	6	5	12	21	10	17	16	10	8	3	6	1	11	11	4
		6%	5%	7%	16%	6%	5%	6%	4%	3%	5%	6%	5%	9%	7%	5%	8%	2%	16%	34%	5%	6%	2%
	(6)	38	19	19	6	10	8	8	2	4	6	14	12	6	6	8	8	2	-	-	3	5	4
		4%	4%	4%	5%	5%	4%	4%	2%	2%	2%	4%	6%	3%	3%	4%	8%	1%	-	-	1%	3%	2%
	(5)	77	37	40	10	21	17	8	11	9	15	22	23	12	11	13	6	19	-	-	9	6	6
		8%	7%	8%	9%	10%	9%	5%	9%	5%	6%	7%	12%	7%	5%	6%	6%	14%	-	-	4%	4%	3%
	(4)	21	8	13	7	7	3	1	1	1	4	8	5	2	4	10	1	1	1	*	1	1	-
		2%	2%	2%	6%	4%	2%	1%	1%	1%	1%	2%	3%	1%	2%	5%	1%	1%	3%	9%	1%	1%	-
	(3)	25	10	15	3	11	6	2	-	1	7	6	-	10	3	8	2	8	-	-	-	1	3
		2%	2%	3%	3%	5%	3%	1%	-	1%	3%	2%	-	6%	1%	4%	2%	6%	-	-	-	*	2%
	(2)	22	10	12	5	7	3	3	1	2	6	8	1	7	1	5	2	1	3	-	2	1	3
		2%	2%	2%	5%	3%	2%	2%	1%	1%	2%	2%	1%	4%	*	2%	2%	1%	7%	-	1%	1%	1%
Definitely would not vote	(1)	82	42	41	11	28	14	13	4	11	12	26	23	21	-	-	-	-	-	-	1	5	3
		8%	8%	8%	10%	14%	7%	7%	3%	7%	4%	8%	12%	11%	-	-	-	-	-	-	1%	3%	1%
Refused		2	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		4	-	4	-	2	-	-	*	2	*	1	-	2	-	-	-	-	-	-	1	2	-
		*	-	1%	-	1%	-	-	*	1%	*	*	-	1%	-	-	-	-	-	-	*	1%	-
Mean		7.82	7.93	7.72	6.79	6.83	7.88	8.19	8.71	8.61	8.40	7.93	7.46	7.21	8.92	8.41	8.56	8.44	8.30	8.42	9.22	8.95	9.09
Standard deviation		2.98	2.97	2.99	3.11	3.36	2.87	2.76	2.27	2.67	2.63	2.95	3.07	3.26	1.76	2.40	2.17	2.34	2.30	2.32	1.67	2.07	1.93
Standard error		0.09	0.14	0.13	0.42	0.32	0.21	0.20	0.17	0.16	0.13	0.19	0.28	0.24	0.11	0.17	0.22	0.20	0.40	1.16	0.10	0.15	0.15

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Table 2

Q.2 If there was a general election tomorrow, which party would you vote for?**Base: All respondents**

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	446	554	54	113	194	190	180	266	407	255	118	184	267	203	97	131	33	4	269	199	168
Weighted base	1000	490	510	110	209	199	179	130	170	260	328	193	183	234	209	101	137	38	4	223	173	192
Conservative	234 23%	107 22%	126 25%	13 12%	43 21%	48 24%	41 23%	38 30%	50 30%	68 26%	91 28%	34 18%	34 19%	234 100%	-	-	-	-	-	133 60%	10 6%	22 12%
Labour	209 21%	117 24%	92 18%	25 23%	54 26%	41 21%	41 23%	21 16%	27 16%	59 23%	69 21%	34 17%	41 22%	-	209 100%	-	-	-	-	6 3%	98 57%	32 17%
Liberal Democrat	101 10%	44 9%	56 11%	23 21%	10 5%	20 10%	16 9%	15 12%	17 10%	36 14%	28 9%	18 9%	15 8%	-	-	101 100%	-	-	-	10 4%	8 4%	62 32%
The UK Independence Party (UKIP)	137 14%	79 16%	58 11%	11 10%	26 13%	30 15%	30 17%	15 11%	24 14%	30 12%	36 11%	41 22%	26 14%	-	-	-	137 100%	-	-	35 16%	18 11%	22 11%
The Green Party	38 4%	15 3%	23 5%	7 6%	12 6%	5 2%	6 3%	7 5%	3 2%	11 4%	15 5%	11 6%	2 1%	-	-	-	-	38 100%	-	4 2%	7 4%	12 6%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	4 *	3 1%	* *	-	-	1 1%	2 1%	* *	-	1 *	1 *	-	1 1%	-	-	-	-	-	4 100%	1 1%	1 1%	-
Would not vote	82 8%	42 8%	41 8%	11 10%	28 14%	14 7%	13 7%	4 3%	11 7%	12 4%	26 8%	23 12%	21 11%	-	-	-	-	-	-	1 1%	5 3%	3 1%
Refused	54 5%	31 6%	23 5%	8 7%	8 4%	11 6%	8 4%	8 6%	10 6%	14 5%	20 6%	7 3%	6 3%	-	-	-	-	-	-	9 4%	8 5%	2 1%
Don't know	141 14%	51 10%	90 18%	13 12%	27 13%	29 15%	23 13%	22 17%	27 16%	30 12%	43 13%	26 13%	37 20%	-	-	-	-	-	-	24 11%	19 11%	36 19%

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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	544	265	279	21	50	105	107	106	154	242	147	59	84	207	146	70	95	24	2	193	135	108
Weighted base	506	263	243	41	88	104	100	76	97	151	171	94	79	174	142	69	93	26	2	157	111	122
Conservative	174	82	91	7	28	36	30	30	43	51	71	21	24	174	-	-	-	-	-	112	7	18
	34%	31%	38%	17%	32%	34%	30%	40%	44%	34%	42%	23%	30%	100%	-	-	-	-	-	71%	6%	15%
Labour	142	81	61	14	31	26	30	18	22	43	47	24	27	-	142	-	-	-	-	5	78	28
	28%	31%	25%	35%	36%	25%	30%	23%	23%	28%	27%	26%	34%	-	100%	-	-	-	-	3%	71%	23%
Liberal Democrat	69	33	36	12	8	13	12	12	13	27	20	11	11	-	-	69	-	-	-	9	5	47
	14%	13%	15%	30%	9%	12%	12%	16%	13%	18%	11%	12%	14%	-	-	100%	-	-	-	5%	5%	39%
The UK Independence Party (UKIP)	93	52	41	5	13	25	23	10	17	22	21	31	16	-	-	-	93	-	-	29	15	18
	18%	20%	17%	12%	14%	24%	23%	13%	18%	15%	12%	33%	20%	-	-	-	100%	-	-	19%	13%	14%
The Green Party	26	12	14	2	8	4	4	5	2	8	11	6	1	-	-	-	-	26	-	2	6	11
	5%	5%	6%	6%	9%	3%	4%	7%	2%	5%	6%	7%	1%	-	-	-	-	100%	-	1%	5%	9%
Some other party	2	2	*	-	-	1	1	*	-	1	1	-	1	-	-	-	-	-	2	1	1	-
	*	1%	*	-	-	1%	1%	*	-	*	1%	-	1%	-	-	-	-	-	100%	*	*	-

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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	446	554	54	113	194	190	180	266	407	255	118	184	267	203	97	131	33	4	269	199	168
Weighted base	1000	490	510	110	209	199	179	130	170	260	328	193	183	234	209	101	137	38	4	223	173	192
Conservative	219	110	109	14	40	48	35	36	45	64	82	38	30	182	4	1	14	8	-	125	12	21
	22%	22%	21%	13%	19%	24%	19%	28%	27%	24%	25%	20%	17%	78%	2%	1%	10%	21%	-	56%	7%	11%
Labour	189	103	86	26	47	41	29	23	22	52	56	32	44	4	149	10	4	3	-	9	83	26
	19%	21%	17%	24%	23%	21%	16%	18%	13%	20%	17%	17%	24%	2%	71%	10%	3%	9%	-	4%	48%	13%
Liberal Democrat	206	79	127	24	33	42	41	28	38	66	71	36	24	36	33	87	10	7	-	36	28	88
	21%	16%	25%	22%	16%	21%	23%	21%	22%	25%	22%	19%	13%	15%	16%	87%	7%	17%	-	16%	16%	46%
The UK Independence Party (UKIP)	112	62	50	12	21	22	27	12	18	22	32	34	20	5	3	-	101	-	1	30	18	16
	11%	13%	10%	11%	10%	11%	15%	10%	11%	9%	10%	18%	11%	2%	1%	-	74%	-	15%	13%	10%	8%
The Green Party	23	15	8	-	6	3	7	4	3	8	9	1	5	2	2	-	2	15	-	1	8	6
	2%	3%	2%	-	3%	1%	4%	3%	2%	3%	3%	1%	3%	1%	1%	-	1%	39%	-	*	5%	3%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	3	2	1	-	-	1	1	*	1	1	2	-	-	-	-	-	1	-	2	-	*	-
	*	*	*	-	-	1%	*	*	*	*	1%	-	-	-	-	-	*	-	51%	-	*	-
Would not vote	82	42	41	11	28	14	13	4	11	12	26	23	21	-	-	-	-	-	-	1	5	3
	8%	8%	8%	10%	14%	7%	7%	3%	7%	4%	8%	12%	11%	-	-	-	-	-	-	1%	3%	1%
Refused	44	25	18	6	9	8	7	4	8	11	17	5	6	-	1	-	1	-	-	5	4	-
	4%	5%	4%	5%	4%	4%	4%	3%	5%	4%	5%	2%	3%	-	1%	-	*	-	-	2%	2%	-
Don't know	121	52	69	17	25	19	19	18	22	25	33	23	32	5	16	2	4	5	1	16	16	33
	12%	11%	13%	15%	12%	10%	11%	14%	13%	9%	10%	12%	18%	2%	8%	2%	3%	14%	34%	7%	9%	17%

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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	566	267	299	21	53	111	110	111	159	252	154	62	86	200	138	67	91	22	2	200	139	113
Weighted base	525	264	261	41	92	110	102	79	101	157	180	95	80	169	133	68	91	24	2	163	118	125
Conservative	159	83	76	8	24	36	23	30	39	48	61	25	21	135	4	1	10	3	-	104	10	16
	30%	31%	29%	20%	26%	33%	22%	37%	38%	31%	34%	26%	27%	80%	3%	2%	11%	14%	-	64%	8%	13%
Labour	125	69	56	13	25	29	22	19	18	37	39	22	26	2	102	5	2	3	-	7	65	22
	24%	26%	22%	32%	28%	27%	21%	24%	18%	23%	22%	23%	33%	1%	76%	7%	2%	12%	-	4%	55%	17%
Liberal Democrat	144	59	85	14	26	25	31	20	28	49	52	23	17	27	23	61	7	6	-	28	23	68
	28%	23%	33%	34%	28%	23%	30%	25%	28%	31%	29%	24%	21%	16%	17%	91%	7%	25%	-	17%	19%	55%
The UK Independence Party (UKIP)	78	42	36	6	13	18	21	8	13	16	22	25	12	3	2	-	71	-	*	23	14	13
	15%	16%	14%	14%	14%	16%	21%	10%	13%	10%	12%	26%	16%	2%	2%	-	78%	-	27%	14%	12%	11%
The Green Party	16	9	6	-	4	*	5	3	3	7	5	1	3	1	2	-	1	12	-	1	6	5
	3%	4%	2%	-	4%	*	5%	4%	3%	4%	3%	1%	4%	1%	1%	-	1%	50%	-	*	5%	4%
Some other party	2	2	1	-	-	1	*	*	1	*	2	-	-	-	-	-	1	-	1	-	*	-
	*	1%	*	-	-	1%	*	*	1%	*	1%	-	-	-	-	-	1%	-	73%	-	*	-

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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	446	554	54	113	194	190	180	266	407	255	118	184	267	203	97	131	33	4	269	199	168
Weighted base	1000	490	510	110	209	199	179	130	170	260	328	193	183	234	209	101	137	38	4	223	173	192
I would not vote UKIP	601	282	319	73	126	123	106	83	91	175	198	101	107	162	158	90	-	31	3	131	113	142
	60%	58%	63%	67%	60%	62%	59%	64%	54%	67%	61%	53%	59%	69%	76%	89%	-	80%	85%	59%	65%	74%
I would not vote Liberal Democrat	462	259	203	56	81	86	98	60	81	109	146	98	95	130	112	-	92	19	2	121	93	54
	46%	53%	40%	51%	39%	43%	54%	46%	48%	42%	45%	51%	52%	56%	54%	-	67%	49%	59%	54%	54%	28%
I would not vote Labour	426	224	203	32	69	90	82	62	91	112	137	87	76	174	-	45	96	17	2	162	19	77
	43%	46%	40%	29%	33%	45%	46%	48%	54%	43%	42%	45%	41%	75%	-	45%	70%	45%	59%	73%	11%	40%
I would not vote Conservative	425	220	204	53	69	88	88	58	69	109	127	87	91	-	152	61	86	21	4	27	116	104
	42%	45%	40%	48%	33%	44%	49%	45%	40%	42%	39%	45%	50%	-	73%	60%	63%	54%	100%	12%	67%	54%
None of these - I would potentially vote for all of them	105	50	55	13	33	19	15	10	13	21	38	15	25	9	19	6	16	-	-	11	17	10
	10%	10%	11%	12%	16%	10%	8%	8%	8%	8%	12%	8%	13%	4%	9%	6%	12%	-	-	5%	10%	5%
Don't know	23	11	12	4	9	2	3	1	3	4	5	9	3	2	-	1	1	-	-	1	2	1
	2%	2%	2%	4%	5%	1%	2%	1%	2%	2%	2%	5%	1%	1%	-	1%	1%	-	-	1%	1%	1%

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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	446	554	54	113	194	190	180	266	407	255	118	184	267	203	97	131	33	4	269	199	168	
Weighted base	1000	490	510	110	209	199	179	130	170	260	328	193	183	234	209	101	137	38	4	223	173	192	
NET: Well	644	342	301	77	135	130	108	81	113	175	223	117	104	190	135	79	66	20	1	180	93	132	
	64%	70%	59%	70%	65%	65%	60%	63%	67%	67%	68%	61%	57%	81%	65%	79%	48%	52%	41%	81%	54%	69%	
Very well	(4)	36	20	17	2	6	9	3	5	11	8	10	6	10	18	7	2	2	-	-	18	7	3
	4%	4%	3%	2%	3%	5%	1%	4%	7%	3%	3%	3%	6%	8%	3%	2%	1%	-	-	8%	4%	2%	
Quite well	(3)	607	323	285	75	129	120	105	76	102	167	213	111	93	172	128	77	64	20	1	162	86	129
	61%	66%	56%	68%	62%	60%	59%	59%	60%	64%	65%	58%	51%	74%	61%	76%	47%	52%	41%	73%	50%	67%	
Quite badly	(2)	271	116	155	28	61	56	57	36	33	67	84	59	54	31	60	17	51	17	1	31	62	54
	27%	24%	30%	25%	29%	28%	32%	28%	20%	26%	26%	31%	30%	13%	29%	17%	37%	45%	25%	14%	36%	28%	
Very badly	(1)	45	19	26	4	9	9	6	6	6	9	11	12	11	5	9	3	15	1	1	4	8	1
	5%	4%	5%	4%	5%	5%	5%	5%	4%	4%	3%	6%	6%	2%	4%	3%	11%	3%	34%	2%	5%	1%	
NET: Badly	316	134	181	32	70	65	66	42	39	76	95	71	65	36	69	20	67	18	2	35	70	55	
	32%	27%	36%	29%	34%	32%	37%	32%	23%	29%	29%	37%	35%	15%	33%	20%	49%	48%	59%	16%	40%	29%	
Don't know	41	13	27	1	4	5	5	6	17	9	9	4	15	8	5	2	4	-	-	8	11	5	
	4%	3%	5%	1%	2%	3%	3%	5%	10%	3%	3%	2%	8%	3%	3%	2%	3%	-	-	3%	6%	3%	
Mean	2.66	2.72	2.60	2.69	2.64	2.67	2.58	2.65	2.78	2.69	2.70	2.59	2.61	2.89	2.65	2.79	2.40	2.49	2.07	2.90	2.56	2.71	
Standard deviation	0.63	0.60	0.65	0.57	0.62	0.64	0.62	0.64	0.63	0.59	0.59	0.66	0.70	0.55	0.62	0.51	0.71	0.57	1.02	0.54	0.66	0.50	
Standard error	0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.04	0.05	0.06	0.10	0.51	0.03	0.05	0.04	

Watford Poll

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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	446	554	54	113	194	190	180	266	407	255	118	184	267	203	97	131	33	4	269	199	168	
Weighted base	1000	490	510	110	209	199	179	130	170	260	328	193	183	234	209	101	137	38	4	223	173	192	
NET: Well	660	350	310	78	140	127	112	83	118	188	223	120	109	189	132	79	72	28	2	168	90	134	
	66%	72%	61%	72%	67%	64%	62%	64%	70%	72%	68%	62%	59%	81%	63%	79%	53%	72%	57%	75%	52%	70%	
Very well	(4)	55	30	25	15	8	7	7	4	14	9	26	7	13	18	7	6	6	4	-	13	6	16
	6%	6%	5%	13%	4%	4%	4%	3%	8%	3%	8%	3%	7%	8%	3%	6%	5%	11%	-	6%	4%	8%	
Quite well	(3)	605	320	285	64	132	120	105	79	104	179	197	114	96	171	125	73	66	23	2	155	84	118
	60%	65%	56%	58%	63%	60%	59%	61%	61%	69%	60%	59%	53%	73%	60%	73%	48%	61%	57%	70%	49%	62%	
Quite badly	(2)	255	101	154	23	54	57	52	37	33	60	76	54	56	34	61	20	47	9	*	44	65	43
	25%	21%	30%	21%	26%	29%	29%	28%	19%	23%	23%	28%	31%	15%	29%	19%	34%	24%	9%	20%	38%	22%	
Very badly	(1)	53	26	27	7	11	10	12	6	7	7	18	13	13	4	7	2	16	-	1	5	10	11
	5%	5%	5%	7%	5%	5%	6%	4%	4%	3%	6%	7%	7%	2%	3%	2%	12%	-	34%	2%	6%	6%	
NET: Badly	308	127	181	30	65	68	63	43	39	67	94	67	69	39	69	22	63	9	2	49	75	54	
	31%	26%	36%	27%	31%	34%	35%	33%	23%	26%	29%	35%	38%	17%	33%	21%	46%	24%	43%	22%	44%	28%	
Don't know	32	13	19	1	4	5	4	4	12	5	10	6	5	6	9	-	2	1	-	6	8	5	
	3%	3%	4%	1%	2%	2%	2%	3%	7%	2%	3%	3%	3%	3%	4%	-	1%	4%	-	3%	4%	2%	
Mean	2.68	2.74	2.63	2.79	2.67	2.64	2.61	2.65	2.80	2.74	2.73	2.61	2.61	2.89	2.66	2.82	2.46	2.87	2.23	2.81	2.52	2.74	
Standard deviation	0.66	0.66	0.67	0.76	0.64	0.65	0.67	0.63	0.65	0.56	0.69	0.67	0.72	0.55	0.61	0.55	0.76	0.60	1.09	0.56	0.67	0.69	
Standard error	0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.04	0.06	0.07	0.11	0.54	0.03	0.05	0.05	

Watford Poll

CATI Fieldwork : 11th-20th 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	446	554	54	113	194	190	180	266	407	255	118	184	267	203	97	131	33	4	269	199	168
Weighted base	1000	490	510	110	209	199	179	130	170	260	328	193	183	234	209	101	137	38	4	223	173	192
I am satisfied with the job David Cameron is doing overall as Prime Minister	313 31%	149 30%	164 32%	35 32%	76 36%	58 29%	41 23%	42 32%	61 36%	75 29%	124 38%	49 25%	52 28%	136 58%	25 12%	35 35%	26 19%	6 16%	- -	106 47%	40 23%	45 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	341 34%	160 33%	181 36%	32 29%	82 39%	77 39%	69 38%	37 28%	45 26%	96 37%	106 32%	76 39%	53 29%	86 37%	47 23%	34 34%	65 47%	19 50%	1 15%	94 42%	35 20%	73 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.	236 24%	134 27%	102 20%	33 30%	38 18%	46 23%	43 24%	34 27%	42 25%	63 24%	75 23%	50 26%	47 25%	3 1%	127 61%	24 24%	30 22%	12 32%	2 51%	11 5%	83 48%	59 31%
Refused	25 3%	9 2%	16 3%	1 1%	2 1%	3 1%	7 4%	3 2%	8 5%	7 3%	5 2%	2 1%	4 2%	- -	3 1%	1 1%	3 2%	- -	1 34%	1 1%	3 2%	2 1%
Don't know	85 8%	38 8%	47 9%	9 8%	11 5%	16 8%	20 11%	14 11%	14 8%	19 7%	18 5%	16 8%	27 15%	9 4%	7 4%	6 6%	12 9%	1 2%	- -	10 5%	12 7%	13 7%

Watford Poll

CATI Fieldwork : 11th-20th 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	1000	446	554	54	113	194	190	180	266	407	255	118	184	267	203	97	131	33	4	269	199	168
Weighted base	1000	490	510	110	209	199	179	130	170	260	328	193	183	234	209	101	137	38	4	223	173	192
The Liberal Democrat	333	187	147	12	55	71	70	60	65	106	106	64	53	87	61	47	46	16	3	91	56	89
	33%	38%	29%	11%	26%	36%	39%	46%	39%	41%	32%	33%	29%	37%	29%	46%	34%	43%	91%	41%	32%	46%
The Conservatives	300	152	148	16	40	63	54	61	65	96	98	50	50	78	66	26	38	20	-	79	61	72
	30%	31%	29%	15%	19%	32%	30%	47%	38%	37%	30%	26%	27%	33%	32%	26%	28%	52%	-	35%	35%	37%
Labour	156	77	79	21	27	38	30	22	18	40	46	38	27	25	45	19	19	11	-	36	32	33
	16%	16%	16%	19%	13%	19%	17%	17%	11%	15%	14%	20%	15%	11%	22%	19%	14%	28%	-	16%	18%	17%
The UK Independence Party (UKIP)	54	29	26	6	7	15	7	6	14	18	7	20	9	17	13	1	14	2	-	18	8	12
	5%	6%	5%	5%	4%	7%	4%	5%	8%	7%	2%	10%	5%	7%	6%	1%	10%	5%	-	8%	5%	6%
None of them	456	204	252	67	110	85	76	47	70	104	158	76	95	114	92	40	53	13	*	96	72	65
	46%	42%	49%	61%	52%	42%	42%	36%	42%	40%	48%	39%	52%	49%	44%	40%	39%	34%	9%	43%	42%	34%
Don't know	25	14	11	2	14	3	2	1	2	3	8	9	4	2	1	-	6	-	-	3	5	-
	3%	3%	2%	2%	7%	2%	1%	1%	1%	1%	3%	5%	2%	1%	*	-	4%	-	-	1%	3%	-

Watford Poll

CATI Fieldwork : 11th-20th 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	446	554	54	113	194	190	180	266	407	255	118	184	267	203	97	131	33	4	269	199	168
Weighted base	1000	490	510	110	209	199	179	130	170	260	328	193	183	234	209	101	137	38	4	223	173	192
A Conservative government	277 28%	130 27%	147 29%	17 15%	54 26%	52 26%	52 29%	38 30%	65 38%	75 29%	95 29%	54 28%	45 24%	177 76%	7 3%	3 2%	44 32%	11 29%	1 15%	147 66%	18 11%	19 10%
A Labour government	260 26%	145 30%	115 23%	28 25%	71 34%	50 25%	50 28%	27 21%	33 19%	63 24%	75 23%	64 33%	56 31%	3 1%	155 74%	6 6%	36 26%	9 24%	1 41%	8 4%	99 57%	29 15%
A coalition between the Conservatives and the Liberal Democrats	152 15%	62 13%	90 18%	16 14%	35 17%	35 18%	25 14%	24 18%	18 11%	42 16%	55 17%	25 13%	25 14%	41 18%	3 2%	42 42%	15 11%	10 25%	- -	31 14%	8 5%	57 30%
A coalition between Labour and the Liberal Democrats	134 13%	70 14%	64 13%	21 19%	24 12%	32 16%	17 9%	20 16%	20 12%	40 15%	52 16%	22 12%	18 10%	4 2%	42 20%	38 38%	12 9%	8 20%	* 9%	10 4%	34 20%	53 28%
Don't know	177 18%	83 17%	94 18%	29 26%	25 12%	30 15%	36 20%	20 15%	34 20%	41 16%	52 16%	29 15%	40 22%	9 4%	2 1%	11 11%	31 22%	1 2%	1 34%	27 12%	14 8%	34 17%

Watford Poll
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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	446 45%	490 49%
Female	554 55%	510 51%

Watford 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	54 5%	110 11%
25-34	113 11%	209 21%
35-44	194 19%	199 20%
45-54	190 19%	179 18%
55-64	180 18%	130 13%
65 or older	266 27%	170 17%
Refused	3 *	3 *

Watford Poll
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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	124 12%	82 8%
B	283 28%	178 18%
C1	255 26%	328 33%
C2	118 12%	193 19%
D	72 7%	88 9%
E	112 11%	96 10%
Refused	36 4%	36 4%

Watford 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	269 27%	223 22%
Labour	199 20%	173 17%
Liberal Democrats	168 17%	192 19%
Another party	34 3%	38 4%
Did not vote	236 24%	288 29%
Refused	42 4%	31 3%
Don't know	52 5%	55 5%