

Worcester Poll

CATI Fieldwork : 13th-19th October 2014

Absolutes/col percents

Table 1

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	448	552	61	118	161	183	184	288	415	190	128	229	234	220	43	156	36	10	280	214	99	
Weighted base	1000	492	508	135	179	185	169	140	186	225	295	198	244	204	228	43	151	35	16	237	197	113	
Certain to vote	(10)	525	267	258	32	57	88	114	95	134	132	155	88	133	143	141	19	88	20	5	179	145	66
		52%	54%	51%	23%	32%	47%	67%	68%	72%	59%	53%	44%	55%	70%	62%	44%	58%	56%	32%	76%	74%	58%
	(9)	60	35	25	13	14	12	8	9	4	14	26	5	13	14	20	4	5	1	3	14	9	12
		6%	7%	5%	9%	8%	7%	5%	6%	2%	6%	9%	2%	5%	7%	9%	8%	3%	4%	20%	6%	5%	11%
	(8)	74	32	42	8	9	18	14	12	13	23	19	17	14	14	20	1	16	2	*	16	10	13
		7%	7%	8%	6%	5%	10%	8%	8%	7%	10%	6%	9%	6%	7%	9%	3%	10%	7%	3%	7%	5%	11%
	(7)	67	27	40	10	20	19	7	4	6	18	19	8	19	9	23	8	14	4	-	12	10	12
		7%	5%	8%	7%	11%	10%	4%	3%	3%	8%	7%	4%	8%	4%	10%	19%	9%	12%	-	5%	5%	10%
	(6)	33	17	16	15	7	4	3	-	5	9	12	9	2	10	3	1	4	4	2	3	5	4
		3%	3%	3%	11%	4%	2%	2%	-	2%	4%	4%	4%	1%	5%	1%	3%	3%	10%	10%	1%	2%	3%
	(5)	81	32	49	22	16	20	6	10	8	8	18	26	22	14	12	5	13	2	6	6	8	2
		8%	7%	10%	16%	9%	11%	3%	7%	4%	3%	6%	13%	9%	7%	5%	12%	9%	4%	35%	2%	4%	2%
	(4)	16	8	9	3	10	-	1	1	1	7	4	5	-	5	4	1	-	-	-	1	2	2
		2%	2%	2%	3%	6%	-	1%	1%	*	*	2%	2%	2%	-	2%	9%	*	-	-	-	*	2%
	(3)	31	21	10	8	7	8	5	2	1	5	8	12	7	-	4	1	8	2	-	2	4	2
		3%	4%	2%	6%	4%	4%	3%	1%	1%	2%	3%	6%	3%	-	2%	2%	5%	6%	-	1%	2%	2%
	(2)	17	7	10	5	10	1	-	1	-	3	4	5	4	1	-	-	2	-	-	1	-	-
		2%	1%	2%	4%	6%	*	-	*	-	1%	1%	3%	2%	1%	-	-	2%	-	-	*	-	-
Definitely would not vote	(1)	91	43	48	18	27	15	12	7	12	13	27	21	23	-	-	-	-	-	4	5	-	
		9%	9%	9%	14%	15%	8%	7%	5%	7%	6%	9%	11%	10%	-	-	-	-	-	2%	3%	-	
Don't know		4	2	2	-	2	-	-	-	2	-	-	2	2	-	-	-	-	-	-	-	-	-
		*	*	*	-	1%	-	-	-	1%	-	-	1%	1%	-	-	-	-	-	-	-	-	-
Mean		7.77	7.86	7.68	6.17	6.41	7.73	8.57	8.71	8.76	8.36	7.87	7.10	7.79	9.08	8.85	7.89	8.43	8.42	7.56	9.25	9.01	8.87
Standard deviation		3.04	3.04	3.04	3.14	3.39	2.89	2.65	2.45	2.52	2.61	2.99	3.25	3.09	1.67	1.82	2.30	2.26	2.15	2.28	1.74	2.08	1.71
Standard error		0.10	0.14	0.13	0.40	0.31	0.23	0.20	0.18	0.15	0.13	0.22	0.29	0.21	0.11	0.12	0.35	0.18	0.36	0.72	0.10	0.14	0.17

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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	448	552	61	118	161	183	184	288	415	190	128	229	234	220	43	156	36	10	280	214	99
Weighted base	1000	492	508	135	179	185	169	140	186	225	295	198	244	204	228	43	151	35	16	237	197	113
Conservative	204 20%	107 22%	97 19%	24 18%	31 17%	43 23%	32 19%	26 19%	47 25%	60 26%	63 21%	26 13%	47 19%	204 100%	-	-	-	-	-	136 58%	8 4%	13 11%
Labour	228 23%	113 23%	115 23%	28 20%	47 26%	47 25%	39 23%	32 23%	35 19%	57 25%	75 25%	41 21%	55 22%	-	228 100%	-	-	-	-	10 4%	124 63%	34 30%
Liberal Democrat	43 4%	22 5%	21 4%	4 3%	12 7%	8 4%	7 4%	4 3%	8 4%	13 6%	12 4%	6 3%	11 4%	-	-	43 100%	-	-	-	4 2%	3 2%	15 14%
The UK Independence Party (UKIP)	151 15%	82 17%	69 14%	10 8%	12 7%	23 13%	33 20%	34 24%	37 20%	22 10%	24 8%	51 26%	46 19%	-	-	-	151 100%	-	-	47 20%	24 12%	14 13%
The Green Party	35 4%	16 3%	19 4%	1 1%	9 5%	8 5%	8 5%	5 4%	3 1%	12 5%	14 5%	3 2%	6 2%	-	-	-	-	35 100%	-	2 1%	6 3%	12 11%
The British National Party (BNP)	4 *	4 1%	-	3 2%	-	-	1 1%	-	-	-	-	3 2%	-	-	-	-	-	-	4 25%	-	-	-
Some other party	12 1%	7 1%	5 1%	6 4%	-	2 1%	3 2%	1 1%	-	2 1%	8 3%	2 1%	1 *	-	-	-	-	-	12 75%	3 1%	1 1%	2 2%
Would not vote	91 9%	43 9%	48 9%	18 14%	27 15%	15 8%	12 7%	7 5%	12 7%	13 6%	27 9%	21 11%	23 10%	-	-	-	-	-	-	4 2%	5 3%	-
Refused	69 7%	30 6%	39 8%	2 2%	8 4%	8 5%	13 8%	10 7%	25 14%	13 6%	22 7%	7 4%	22 9%	-	-	-	-	-	-	7 3%	6 3%	* *
Don't know	162 16%	67 14%	95 19%	38 28%	32 18%	30 16%	21 12%	21 15%	18 10%	33 15%	51 17%	38 19%	34 14%	-	-	-	-	-	-	24 10%	20 10%	21 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	527	250	278	21	46	83	108	105	164	242	97	63	113	187	170	28	109	28	6	200	153	65
Weighted base	482	253	230	44	62	92	99	79	105	128	140	83	117	156	168	25	102	23	9	166	135	69
Conservative	156	82	74	15	23	30	27	21	40	47	46	19	37	156	-	-	-	-	-	116	5	10
	32%	32%	32%	33%	37%	32%	27%	27%	38%	37%	33%	23%	32%	100%	-	-	-	-	-	70%	3%	15%
Labour	168	84	84	19	27	34	32	27	29	45	57	25	39	-	168	-	-	-	-	6	103	25
	35%	33%	37%	43%	44%	36%	32%	34%	28%	35%	41%	30%	33%	-	100%	-	-	-	-	4%	76%	36%
Liberal Democrat	25	13	12	1	4	6	6	3	6	9	7	2	8	-	-	25	-	-	-	2	3	12
	5%	5%	5%	3%	6%	6%	6%	3%	5%	7%	5%	2%	7%	-	-	100%	-	-	-	1%	2%	17%
The UK Independence Party (UKIP)	102	57	45	5	5	18	23	23	27	15	18	35	28	-	-	-	102	-	-	38	19	11
	21%	22%	20%	12%	8%	19%	23%	29%	26%	12%	13%	42%	24%	-	-	-	100%	-	-	23%	14%	17%
The Green Party	23	11	13	1	3	5	8	5	2	10	8	1	4	-	-	-	-	23	-	1	5	9
	5%	4%	6%	2%	5%	5%	8%	6%	2%	8%	5%	2%	4%	-	-	-	-	100%	-	1%	4%	14%
The British National Party (BNP)	1	1	-	*	-	-	1	-	-	-	-	*	-	-	-	-	-	-	1	-	-	-
	*	1%	-	1%	-	-	1%	-	-	-	-	*	-	-	-	-	-	-	15%	-	-	-
Some other party	7	6	1	3	-	1	2	1	-	1	4	*	1	-	-	-	-	-	7	3	1	1
	2%	2%	1%	7%	-	1%	2%	1%	-	1%	3%	*	1%	-	-	-	-	-	85%	2%	1%	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	35%
Liberal Democrat	6%
UKIP	20%
Green	5%
Other	2%

Worcester Poll

CATI Fieldwork : 13th-19th October 2014

Absolutes/col percents

Table 5

Q.3 Thinking specifically about your own PARLIAMENTARY constituency at the next General Election and the candidates who are likely to stand FOR ELECTION TO WESTMINSTER there, which party's candidate do you think you will vote for in your own constituency?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention						2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	448	552	61	118	161	183	184	288	415	190	128	229	234	220	43	156	36	10	280	214	99	
Weighted base	1000	492	508	135	179	185	169	140	186	225	295	198	244	204	228	43	151	35	16	237	197	113	
Conservative	225 23%	115 23%	111 22%	27 20%	31 17%	44 24%	40 23%	29 21%	52 28%	62 27%	78 26%	32 16%	49 20%	181 89%	6 3%	5 13%	8 6%	4 10%	-	141 59%	7 4%	18 16%	
Labour	262 26%	126 26%	136 27%	39 29%	53 29%	49 27%	42 25%	39 28%	41 22%	62 27%	83 28%	53 27%	60 24%	8 4%	208 91%	4 8%	13 9%	4 10%	4 26%	12 5%	133 67%	33 30%	
Liberal Democrat	38 4%	19 4%	19 4%	1 1%	6 4%	10 5%	9 5%	3 2%	8 4%	12 5%	7 3%	7 3%	12 5%	2 1%	2 1%	28 66%	-	2 6%	-	1 *	5 3%	14 13%	
The UK Independence Party (UKIP)	132 13%	73 15%	59 12%	8 6%	15 9%	19 10%	32 19%	30 22%	28 15%	18 8%	24 8%	44 22%	37 15%	2 1%	-	2 5%	121 80%	-	11%	2 11%	39 16%	21 11%	12 10%
The Green Party	50 5%	22 4%	28 6%	6 5%	11 6%	12 6%	6 4%	7 5%	7 4%	19 8%	15 5%	3 2%	13 5%	3 1%	8 4%	2 6%	2 1%	25 72%	-	2 1%	8 4%	21 19%	
The British National Party (BNP)	1 *	1 *	-	-	-	-	1 1%	-	* *	* *	-	-	-	-	-	-	* *	-	1 7%	-	-	-	
Some other party	9 1%	3 1%	6 1%	6 4%	-	2 1%	1 1%	1 1%	-	1 *	6 2%	2 1%	1 *	-	-	-	-	-	9 53%	4 2%	-	2 2%	
Would not vote	91 9%	43 9%	48 9%	18 14%	27 15%	15 8%	12 7%	7 5%	12 7%	13 6%	27 9%	21 11%	23 10%	-	-	-	-	-	-	4 2%	5 3%	-	
Refused	53 5%	30 6%	23 5%	2 2%	4 2%	10 5%	10 6%	8 6%	17 9%	10 4%	18 6%	6 3%	16 6%	-	-	-	-	-	-	1 1%	3 2%	-	
Don't know	137 14%	59 12%	78 15%	26 19%	31 17%	25 13%	17 10%	16 11%	21 11%	29 13%	36 12%	30 15%	34 14%	8 4%	4 2%	1 3%	7 5%	1 2%	1 5%	32 14%	15 7%	12 11%	

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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	551	251	300	23	48	83	113	113	169	248	107	63	119	180	167	27	104	27	6	200	154	70
Weighted base	507	254	253	50	65	93	102	85	109	131	156	84	122	150	165	24	97	23	8	166	137	76
Conservative	166	85	81	15	21	29	33	23	43	48	55	23	36	138	4	2	5	1	-	120	4	13
	33%	34%	32%	30%	32%	32%	32%	27%	39%	37%	35%	27%	30%	92%	2%	8%	5%	6%	-	72%	3%	17%
Labour	183	88	95	22	31	34	34	31	32	46	64	26	44	6	154	2	7	3	1	8	106	25
	36%	35%	38%	44%	47%	37%	33%	36%	30%	35%	41%	31%	36%	4%	93%	8%	8%	14%	17%	5%	77%	33%
Liberal Democrat	24	11	13	*	3	6	7	2	5	7	6	2	9	2	2	18	-	1	-	1	4	11
	5%	4%	5%	1%	5%	7%	6%	3%	5%	6%	4%	2%	7%	1%	1%	74%	-	3%	-	*	3%	14%
The UK Independence Party (UKIP)	90	50	39	4	5	14	22	22	21	12	17	30	24	1	-	*	83	-	2	32	17	9
	18%	20%	16%	8%	8%	15%	22%	26%	20%	10%	11%	36%	20%	1%	-	1%	85%	-	20%	19%	12%	12%
The Green Party	37	16	22	5	5	9	6	6	7	16	11	3	8	3	5	2	1	18	-	2	7	17
	7%	6%	9%	11%	7%	9%	6%	7%	6%	12%	7%	3%	7%	2%	3%	9%	1%	77%	-	1%	5%	23%
The British National Party (BNP)	1	1	-	-	-	-	1	-	*	*	-	-	-	-	-	-	*	-	1	-	-	-
	*	*	-	-	-	-	1%	-	*	*	-	-	-	-	-	-	*	-	12%	-	-	-
Some other party	5	3	2	3	-	*	1	1	-	1	3	*	1	-	-	-	-	-	4	3	-	1
	1%	1%	1%	6%	-	*	1%	1%	-	1%	2%	*	1%	-	-	-	-	-	51%	2%	-	1%

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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	34%
Labour	36%
Liberal Democrat	5%
UKIP	17%
Green	7%
Other	1%

Worcester 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	448	552	61	118	161	183	184	288	415	190	128	229	234	220	43	156	36	10	280	214	99
Weighted base	1000	492	508	135	179	185	169	140	186	225	295	198	244	204	228	43	151	35	16	237	197	113
I would not vote Liberal Democrat	584	304	280	74	97	96	99	93	123	120	167	111	166	151	149	-	119	19	14	183	135	50
	58%	62%	55%	55%	54%	52%	58%	66%	66%	53%	57%	56%	68%	74%	65%	-	79%	53%	87%	77%	69%	45%
I would not vote UKIP	553	275	278	85	111	98	89	69	99	151	176	88	121	156	174	32	-	29	10	134	128	71
	55%	56%	55%	63%	62%	53%	53%	49%	53%	67%	60%	45%	50%	76%	76%	75%	-	84%	63%	57%	65%	63%
I would not vote Conservative	452	216	236	49	79	84	87	76	76	95	134	94	120	-	177	24	98	26	15	43	143	65
	45%	44%	46%	37%	44%	45%	52%	54%	41%	42%	45%	47%	49%	-	78%	56%	65%	73%	93%	18%	73%	58%
I would not vote Labour	405	199	206	46	61	69	71	63	95	87	117	79	108	145	-	18	106	15	12	171	22	36
	41%	41%	40%	34%	34%	37%	42%	45%	51%	39%	40%	40%	44%	71%	-	43%	70%	42%	74%	72%	11%	32%
None of these - I would potentially vote for all of them	112	57	56	13	25	22	19	18	15	22	38	19	24	10	14	-	11	2	-	9	11	9
	11%	12%	11%	9%	14%	12%	11%	13%	8%	10%	13%	9%	10%	5%	6%	-	7%	6%	-	4%	5%	8%
Don't know	31	16	15	12	4	5	2	2	5	4	11	10	6	1	3	2	1	-	-	2	3	2
	3%	3%	3%	9%	2%	2%	1%	2%	2%	2%	4%	5%	2%	*	1%	4%	1%	-	-	1%	2%	2%

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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	448	552	61	118	161	183	184	288	415	190	128	229	234	220	43	156	36	10	280	214	99	
Weighted base	1000	492	508	135	179	185	169	140	186	225	295	198	244	204	228	43	151	35	16	237	197	113	
NET: Well	574	296	278	75	103	95	101	76	121	140	164	122	128	170	115	26	73	19	5	166	105	69	
	57%	60%	55%	56%	57%	51%	60%	54%	65%	62%	56%	62%	53%	83%	50%	61%	48%	53%	32%	70%	53%	61%	
Very well	(4)	31	21	11	8	4	4	5	1	8	5	4	5	14	9	3	2	1	-	-	7	3	-
		3%	4%	2%	6%	2%	2%	3%	1%	4%	2%	1%	3%	6%	5%	1%	4%	1%	-	-	3%	1%	-
Quite well	(3)	543	276	267	67	98	91	96	75	113	135	161	117	115	161	112	25	71	19	5	159	102	69
		54%	56%	53%	50%	55%	49%	56%	53%	60%	60%	55%	59%	47%	79%	49%	58%	47%	53%	32%	67%	52%	61%
Quite badly	(2)	313	148	165	45	53	68	54	51	41	72	102	62	70	27	84	15	62	16	7	62	62	42
		31%	30%	32%	33%	29%	37%	32%	36%	22%	32%	35%	32%	29%	13%	37%	36%	41%	44%	45%	26%	32%	38%
Very badly	(1)	64	27	37	11	13	12	8	11	9	7	24	4	25	3	19	1	8	1	4	3	21	-
		6%	5%	7%	8%	7%	6%	5%	8%	5%	3%	8%	2%	10%	2%	8%	2%	5%	3%	23%	1%	11%	-
NET: Badly		377	175	202	56	66	79	62	62	51	80	126	66	95	30	103	17	70	17	11	65	83	42
		38%	36%	40%	41%	37%	43%	37%	44%	27%	35%	43%	34%	39%	15%	45%	39%	46%	47%	68%	28%	42%	38%
Don't know		49	21	28	4	11	10	6	3	15	5	4	9	21	4	11	-	8	-	-	5	9	1
		5%	4%	6%	3%	6%	6%	4%	2%	8%	2%	1%	5%	9%	2%	5%	-	5%	-	-	2%	5%	1%
Mean		2.57	2.62	2.52	2.56	2.56	2.50	2.60	2.47	2.70	2.63	2.49	2.66	2.52	2.88	2.45	2.63	2.46	2.50	2.09	2.74	2.46	2.62
Standard deviation		0.67	0.66	0.67	0.74	0.68	0.66	0.64	0.66	0.65	0.59	0.66	0.57	0.77	0.48	0.67	0.61	0.62	0.57	0.76	0.53	0.71	0.49
Standard error		0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.05	0.04	0.03	0.05	0.05	0.05	0.03	0.05	0.09	0.05	0.09	0.24	0.03	0.05	0.05

Worcester 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	448	552	61	118	161	183	184	288	415	190	128	229	234	220	43	156	36	10	280	214	99	
Weighted base	1000	492	508	135	179	185	169	140	186	225	295	198	244	204	228	43	151	35	16	237	197	113	
NET: Well	606	316	290	87	114	98	98	78	128	154	169	115	148	174	133	31	73	20	6	168	109	79	
	61%	64%	57%	65%	63%	53%	58%	55%	69%	68%	57%	58%	60%	85%	58%	72%	48%	56%	39%	71%	56%	70%	
Very well	(4)	45	26	19	8	17	3	4	3	7	10	15	5	13	13	7	2	6	-	1	14	6	2
		4%	5%	4%	6%	9%	2%	2%	2%	4%	4%	5%	2%	5%	6%	3%	4%	4%	-	7%	6%	3%	2%
Quite well	(3)	562	290	271	80	97	95	94	74	121	144	153	110	134	160	126	29	67	20	5	154	103	77
		56%	59%	53%	59%	54%	51%	55%	53%	65%	64%	52%	55%	55%	79%	55%	68%	44%	56%	32%	65%	53%	68%
Quite badly	(2)	289	124	165	36	50	66	54	47	35	59	101	65	59	25	76	9	62	11	9	57	61	31
		29%	25%	32%	26%	28%	36%	32%	33%	19%	26%	34%	33%	24%	12%	33%	21%	41%	30%	54%	24%	31%	28%
Very badly	(1)	63	34	28	10	9	10	10	12	10	9	20	8	23	2	14	3	7	5	1	4	21	1
		6%	7%	6%	8%	5%	6%	6%	9%	5%	4%	7%	4%	9%	1%	6%	7%	5%	14%	7%	1%	11%	1%
NET: Badly		351	158	193	46	59	76	65	59	45	68	121	73	82	26	90	12	69	16	10	60	82	33
		35%	32%	38%	34%	33%	41%	38%	42%	24%	30%	41%	37%	34%	13%	39%	28%	46%	44%	61%	25%	42%	29%
Don't know		42	17	25	2	6	10	7	4	13	4	5	10	15	4	6	-	9	-	-	8	5	1
		4%	4%	5%	1%	3%	6%	4%	3%	7%	2%	2%	5%	6%	2%	3%	-	6%	-	-	4%	2%	1%
Mean		2.61	2.65	2.58	2.64	2.70	2.53	2.56	2.50	2.72	2.70	2.57	2.59	2.60	2.93	2.56	2.69	2.51	2.41	2.39	2.78	2.49	2.71
Standard deviation		0.68	0.69	0.66	0.71	0.72	0.64	0.65	0.69	0.63	0.62	0.70	0.62	0.75	0.47	0.66	0.68	0.66	0.74	0.73	0.57	0.73	0.52
Standard error		0.02	0.03	0.03	0.09	0.07	0.05	0.05	0.05	0.04	0.03	0.05	0.06	0.05	0.03	0.05	0.10	0.05	0.12	0.23	0.03	0.05	0.05

Worcester Poll

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Absolutes/col percents

Table 11

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

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	448	552	61	118	161	183	184	288	415	190	128	229	234	220	43	156	36	10	280	214	99
Weighted base	1000	492	508	135	179	185	169	140	186	225	295	198	244	204	228	43	151	35	16	237	197	113
I am satisfied with the job David Cameron is doing overall as Prime Minister	305 30%	160 32%	145 29%	54 40%	57 32%	45 25%	45 27%	36 26%	64 35%	73 33%	83 28%	63 32%	72 29%	132 65%	34 15%	9 22%	31 20%	8 22%	3 19%	118 50%	36 18%	28 25%
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	299 30%	136 28%	163 32%	30 22%	59 33%	67 36%	55 33%	37 27%	50 27%	70 31%	93 32%	68 35%	56 23%	71 35%	40 17%	15 36%	78 52%	8 22%	5 30%	94 40%	34 17%	31 27%
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.	251 25%	123 25%	128 25%	33 25%	45 25%	48 26%	44 26%	41 29%	39 21%	58 26%	70 24%	42 21%	76 31%	1 1%	138 61%	14 32%	21 14%	15 43%	4 25%	20 9%	104 53%	40 35%
Refused	43 4%	29 6%	14 3%	- -	3 1%	7 4%	8 5%	9 7%	14 8%	11 5%	13 4%	3 1%	12 5%	- -	1 1%	2 4%	6 4%	2 5%	* 3%	* *	5 3%	1 1%
Don't know	103 10%	44 9%	59 12%	17 13%	15 8%	18 9%	17 10%	17 12%	18 10%	13 6%	35 12%	22 11%	28 12%	1 *	15 7%	3 7%	14 9%	3 8%	4 24%	4 2%	18 9%	13 12%

Worcester 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	448	552	61	118	161	183	184	288	415	190	128	229	234	220	43	156	36	10	280	214	99
Weighted base	1000	492	508	135	179	185	169	140	186	225	295	198	244	204	228	43	151	35	16	237	197	113
The Conservatives	159 16%	80 16%	79 15%	13 10%	31 17%	22 12%	28 17%	32 23%	33 18%	32 14%	49 17%	30 15%	41 17%	44 21%	44 19%	7 17%	17 11%	3 9%	5 31%	50 21%	27 14%	20 18%
Labour	86 9%	46 9%	41 8%	6 4%	23 13%	19 10%	11 7%	15 11%	13 7%	27 12%	19 6%	12 6%	23 9%	12 6%	39 17%	3 8%	8 5%	3 8%	-	13 5%	34 17%	5 4%
The UK Independence Party (UKIP)	77 8%	52 11%	24 5%	8 6%	18 10%	13 7%	11 7%	14 10%	12 6%	23 10%	21 7%	17 8%	13 5%	15 7%	22 10%	2 4%	15 10%	2 5%	5 30%	21 9%	14 7%	6 6%
The Liberal Democrat	29 3%	15 3%	13 3%	3 2%	7 4%	5 3%	2 1%	4 3%	8 4%	15 7%	8 3%	-	4 2%	6 3%	7 3%	4 9%	*	1 3%	3 20%	10 4%	4 2%	2 2%
None of them	727 73%	346 70%	381 75%	114 84%	126 71%	137 74%	123 73%	88 63%	134 72%	153 68%	222 75%	149 75%	175 71%	142 69%	142 62%	34 80%	121 80%	28 81%	10 59%	169 71%	131 67%	86 77%
Don't know	14 1%	5 1%	9 2%	1 1%	2 1%	4 2%	3 2%	1 1%	3 1%	3 1%	5 2%	-	5 2%	3 2%	2 1%	-	-	-	-	2 1%	2 1%	-

Worcester Poll

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Absolutes/col percents

Table 13

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention					2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	448	552	61	118	161	183	184	288	415	190	128	229	234	220	43	156	36	10	280	214	99
Weighted base	1000	492	508	135	179	185	169	140	186	225	295	198	244	204	228	43	151	35	16	237	197	113
A Labour government	289	128	161	46	52	55	42	48	46	48	91	54	89	3	173	3	27	10	8	19	131	21
	29%	26%	32%	34%	29%	30%	25%	34%	25%	21%	31%	27%	36%	1%	76%	6%	18%	30%	50%	8%	67%	19%
A Conservative government	279	146	133	37	41	54	47	32	66	72	83	59	57	166	2	5	47	-	2	153	12	15
	28%	30%	26%	27%	23%	29%	28%	23%	35%	32%	28%	30%	23%	81%	1%	13%	31%	-	11%	64%	6%	13%
A coalition between Labour and the Liberal Democrats	130	66	64	12	29	27	25	14	22	43	40	22	22	-	51	18	20	11	3	7	35	41
	13%	13%	13%	9%	16%	15%	15%	10%	12%	19%	14%	11%	9%	-	22%	42%	13%	32%	19%	3%	18%	36%
A coalition between the Conservatives and the Liberal Democrats	103	49	55	13	18	22	20	12	18	30	29	16	25	32	1	12	13	10	-	31	4	24
	10%	10%	11%	10%	10%	12%	12%	8%	10%	13%	10%	8%	10%	16%	*	28%	9%	28%	-	13%	2%	22%
Don't know	198	103	96	26	38	26	37	35	34	32	53	47	51	4	2	5	44	4	3	26	15	11
	20%	21%	19%	19%	21%	14%	22%	25%	18%	14%	18%	24%	21%	2%	1%	12%	29%	10%	20%	11%	8%	10%

Worcester 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	448 45%	492 49%
Female	552 55%	508 51%

Worcester 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	61 6%	135 13%
25-34	118 12%	179 18%
35-44	161 16%	185 18%
45-54	183 18%	169 17%
55-64	184 18%	140 14%
65 or older	288 29%	186 19%
Refused	5 1%	5 1%

Worcester 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	125 13%	68 7%
B	290 29%	158 16%
C1	190 19%	295 29%
C2	128 13%	198 20%
D	75 8%	110 11%
E	154 15%	134 13%
Refused	38 4%	38 4%

Worcester 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	280 28%	237 24%
Labour	214 21%	197 20%
Liberal Democrats	99 10%	113 11%
Another party	50 5%	45 5%
Did not vote	238 24%	302 30%
Refused	68 7%	55 5%
Don't know	51 5%	52 5%