

Brighton Pavilion 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	1001	496	505	66	134	215	221	171	193	482	222	107	157	152	291	26	78	252	8	150	250	78	
Weighted base	1001	501	500	222	212	192	152	101	121	303	372	137	156	153	269	32	70	241	11	144	186	82	
Certain to vote	(10)	568	279	289	90	88	137	92	72	89	208	197	73	75	107	184	23	43	153	4	113	146	51
		57%	56%	58%	40%	41%	71%	61%	71%	73%	69%	53%	53%	48%	70%	68%	72%	61%	63%	38%	79%	78%	62%
	(9)	53	29	23	6	22	8	9	3	4	22	18	4	5	10	22	1	3	15	-	2	10	8
		5%	6%	5%	3%	10%	4%	6%	3%	3%	7%	5%	3%	3%	6%	8%	4%	5%	6%	-	2%	6%	10%
	(8)	78	56	22	12	24	12	12	9	9	18	34	14	13	11	17	2	8	24	3	11	15	10
		8%	11%	4%	6%	11%	6%	8%	9%	8%	6%	9%	10%	8%	7%	6%	5%	12%	10%	24%	8%	8%	13%
	(7)	63	33	31	29	13	9	7	4	2	11	28	7	15	5	18	3	2	11	*	8	5	5
		6%	7%	6%	13%	6%	5%	4%	4%	2%	4%	8%	5%	9%	3%	7%	9%	3%	5%	4%	6%	2%	6%
	(6)	31	9	22	8	11	2	1	4	6	7	11	6	6	4	4	1	4	8	-	2	2	3
		3%	2%	4%	4%	5%	1%	1%	4%	5%	2%	3%	4%	4%	1%	2%	5%	3%	-	1%	1%	3%	
	(5)	65	27	38	20	16	7	12	4	6	9	32	5	14	7	15	-	8	14	4	5	4	2
		6%	5%	8%	9%	8%	4%	8%	4%	5%	3%	9%	4%	9%	5%	5%	-	12%	6%	34%	3%	2%	2%
	(4)	10	3	7	2	3	1	3	1	-	4	1	2	3	1	3	-	-	1	-	-	1	1
		1%	1%	1%	1%	1%	*	2%	1%	-	1%	*	1%	2%	1%	1%	-	-	1%	-	-	*	1%
	(3)	40	17	23	24	11	1	4	1	-	4	24	2	7	7	4	2	1	10	-	1	1	-
		4%	3%	5%	11%	5%	1%	2%	1%	-	1%	6%	2%	5%	4%	1%	7%	1%	4%	-	*	1%	-
	(2)	12	4	9	8	2	-	*	-	1	6	5	-	1	*	2	-	1	4	-	1	1	-
		1%	1%	2%	4%	1%	-	*	-	1%	2%	1%	-	*	*	1%	-	1%	2%	-	*	*	-
Definitely would not vote	(1)	76	41	36	23	23	14	10	3	3	12	21	25	16	-	-	-	-	-	-	1	2	2
		8%	8%	7%	10%	11%	7%	7%	3%	2%	4%	6%	18%	10%	-	-	-	-	-	-	1%	1%	3%
Refused		1	1	*	-	-	1	-	*	-	1	-	-	-	-	-	-	-	-	-	-	-	-
		*	*	*	-	-	*	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		2	1	1	-	-	-	2	-	1	-	-	-	2	-	-	-	-	-	-	1	-	-
		*	*	*	-	-	-	1%	-	*	-	-	-	1%	-	-	-	-	-	-	*	-	-
Mean		8.02	8.10	7.94	6.83	7.42	8.74	8.27	8.94	9.00	8.76	7.90	7.46	7.48	8.95	9.02	8.99	8.66	8.70	7.71	9.31	9.36	8.92
Standard deviation		2.91	2.86	2.97	3.27	3.09	2.56	2.79	2.10	2.06	2.43	2.85	3.45	3.09	1.97	1.80	2.02	2.02	2.15	2.24	1.58	1.58	1.90
Standard error		0.09	0.13	0.13	0.40	0.27	0.18	0.19	0.16	0.15	0.11	0.19	0.33	0.25	0.16	0.11	0.40	0.23	0.14	0.79	0.13	0.10	0.22

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Absolutes/col percents

Table 2

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	496	505	66	134	215	221	171	193	482	222	107	157	152	291	26	78	252	8	150	250	78
Weighted base	1001	501	500	222	212	192	152	101	121	303	372	137	156	153	269	32	70	241	11	144	186	82
Conservative	153 15%	77 15%	77 15%	30 14%	33 16%	26 14%	18 12%	15 15%	31 26%	54 18%	59 16%	15 11%	22 14%	153 100%	-	-	-	-	-	81 57%	5 3%	12 15%
Labour	269 27%	121 24%	147 29%	63 28%	50 24%	54 28%	44 29%	27 27%	30 25%	90 30%	102 28%	22 16%	49 31%	-	269 100%	-	-	-	-	5 4%	127 68%	20 25%
Liberal Democrat	32 3%	21 4%	10 2%	5 2%	9 4%	9 5%	2 2%	4 4%	2 2%	9 3%	17 5%	3 2%	2 1%	-	-	32 100%	-	-	-	-	1 *	14 17%
The UK Independence Party (UKIP)	70 7%	46 9%	25 5%	5 2%	12 5%	11 6%	13 9%	14 14%	16 13%	12 4%	20 5%	21 15%	15 10%	-	-	-	70 100%	-	-	23 16%	12 6%	2 3%
The Green Party	241 24%	114 23%	127 25%	54 24%	52 25%	56 29%	35 23%	29 28%	16 13%	93 31%	90 24%	30 22%	25 16%	-	-	-	-	241 100%	-	5 3%	29 15%	21 26%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	11 1%	8 2%	3 1%	2 1%	2 1%	3 2%	3 2%	* *	-	1 *	5 1%	2 2%	-	-	-	-	-	-	11 100%	-	1 1%	-
Would not vote	76 8%	41 8%	36 7%	23 10%	23 11%	14 7%	10 7%	3 3%	3 2%	12 4%	21 6%	25 18%	16 10%	-	-	-	-	-	-	1 1%	2 1%	2 3%
Refused	33 3%	15 3%	18 4%	12 5%	1 1%	6 3%	5 3%	2 2%	7 6%	6 2%	12 3%	6 5%	6 4%	-	-	-	-	-	-	8 5%	* *	-
Don't know	116 12%	59 12%	58 12%	29 13%	30 14%	13 7%	20 13%	6 6%	17 14%	27 9%	44 12%	13 9%	22 14%	-	-	-	-	-	-	21 14%	9 5%	9 11%

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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	634	322	312	30	71	151	137	121	124	338	134	61	87	118	235	20	57	199	5	105	195	57
Weighted base	572	292	280	96	106	132	91	71	76	207	203	71	78	115	204	24	49	173	6	97	146	57
Conservative	115	60	55	18	24	21	15	12	25	41	42	11	18	115	-	-	-	-	-	70	5	9
	20%	21%	20%	19%	23%	16%	16%	17%	33%	20%	21%	15%	23%	100%	-	-	-	-	-	73%	3%	16%
Labour	204	89	115	43	32	45	36	23	25	74	73	16	37	-	204	-	-	-	-	5	107	16
	36%	31%	41%	45%	30%	34%	40%	32%	33%	36%	36%	23%	47%	-	100%	-	-	-	-	5%	73%	29%
Liberal Democrat	24	17	7	4	5	7	2	3	2	7	12	2	1	-	-	24	-	-	-	-	*	12
	4%	6%	2%	5%	5%	5%	2%	5%	2%	4%	6%	3%	1%	-	-	100%	-	-	-	-	*	20%
The UK Independence Party (UKIP)	49	34	15	4	5	8	10	10	12	9	12	17	10	-	-	-	49	-	-	18	9	2
	9%	12%	5%	4%	5%	6%	11%	14%	16%	4%	6%	23%	13%	-	-	-	100%	-	-	18%	6%	3%
The Green Party	173	85	88	26	37	49	27	22	13	75	60	24	11	-	-	-	-	173	-	4	25	18
	30%	29%	31%	27%	35%	37%	30%	32%	17%	36%	30%	33%	15%	-	-	-	-	100%	-	4%	17%	32%
Some other party	6	5	*	*	2	2	1	*	-	1	3	2	-	-	-	-	-	-	6	-	1	-
	1%	2%	*	*	2%	2%	1%	*	-	*	2%	3%	-	-	-	-	-	-	100%	-	*	-

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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	21%
Labour	35%
Liberal Democrat	4%
UKIP	8%
Green	30%
Other	1%

Brighton Pavilion Poll

CATI Fieldwork : 11th-20th November 2014

Absolutes/col percents

Table 5

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1001	496	505	66	134	215	221	171	193	482	222	107	157	152	291	26	78	252	8	150	250	78
Weighted base	1001	501	500	222	212	192	152	101	121	303	372	137	156	153	269	32	70	241	11	144	186	82
Conservative	157 16%	84 17%	73 15%	33 15%	35 16%	23 12%	19 13%	16 16%	31 26%	55 18%	59 16%	15 11%	23 15%	134 87%	4 1%	1 3%	3 4%	1 *	- -	88 61%	7 4%	10 13%
Labour	229 23%	106 21%	123 25%	58 26%	35 16%	46 24%	40 26%	21 21%	29 24%	67 22%	97 26%	16 12%	44 28%	2 2%	198 74%	1 3%	5 8%	8 3%	2 24%	8 5%	110 59%	17 20%
Liberal Democrat	34 3%	25 5%	9 2%	5 2%	12 6%	9 5%	2 2%	4 4%	2 1%	10 3%	17 5%	3 2%	2 1%	1 *	7 2%	24 75%	2 3%	- -	- -	1 *	4 2%	10 13%
The UK Independence Party (UKIP)	67 7%	49 10%	18 4%	8 4%	10 5%	7 4%	12 8%	14 14%	16 13%	12 4%	19 5%	19 14%	17 11%	1 *	3 1%	- -	55 79%	3 1%	4 4%	21 15%	9 5%	3 4%
The Green Party	308 31%	136 27%	172 34%	70 31%	67 31%	74 39%	46 30%	33 33%	19 15%	115 38%	119 32%	41 30%	27 17%	4 3%	53 20%	3 10%	2 3%	222 92%	3 24%	6 4%	47 25%	29 36%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	7 1%	6 1%	1 *	- -	2 1%	3 1%	1 1%	1 1%	- -	2 1%	1 *	4 3%	- -	- -	* *	- -	- -	1 *	4 38%	* *	- -	1 1%
Would not vote	76 8%	41 8%	36 7%	23 10%	23 11%	14 7%	10 7%	3 3%	3 2%	12 4%	21 6%	25 18%	16 10%	- -	- -	- -	- -	- -	- -	1 1%	2 1%	2 3%
Refused	21 2%	6 1%	15 3%	7 3%	1 1%	3 2%	3 2%	3 3%	3 3%	5 2%	5 1%	4 3%	5 3%	- -	- -	- -	- -	- -	- -	3 2%	* *	- -
Don't know	102 10%	48 10%	54 11%	19 9%	27 13%	13 7%	17 11%	6 6%	18 15%	26 9%	34 9%	10 8%	22 14%	12 8%	4 1%	3 9%	3 4%	6 2%	1 10%	16 11%	6 3%	9 11%

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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	644	328	316	30	71	155	142	120	126	342	137	64	87	113	230	19	57	195	5	108	200	56
Weighted base	580	298	282	96	108	134	95	70	77	208	207	73	78	106	201	22	49	171	6	102	149	55
Conservative	115	64	51	19	25	19	16	12	24	43	39	11	19	100	3	1	2	1	-	72	6	9
	20%	21%	18%	19%	23%	14%	17%	17%	32%	21%	19%	15%	24%	94%	2%	3%	3%	*	-	71%	4%	15%
Labour	164	75	89	35	18	37	32	18	25	54	64	11	32	2	148	1	4	5	*	6	94	12
	28%	25%	32%	36%	17%	27%	34%	26%	32%	26%	31%	16%	41%	2%	74%	5%	8%	3%	5%	6%	63%	21%
Liberal Democrat	25	19	6	4	7	7	2	3	1	7	12	2	2	1	5	17	2	-	-	1	3	7
	4%	6%	2%	5%	7%	5%	2%	4%	2%	4%	6%	2%	2%	1%	2%	78%	3%	-	-	1%	2%	13%
The UK Independence Party (UKIP)	45	33	12	5	5	6	10	10	11	9	11	15	9	1	2	-	40	*	*	17	6	3
	8%	11%	4%	5%	4%	4%	10%	14%	14%	4%	5%	21%	12%	*	1%	-	82%	*	3%	17%	4%	5%
The Green Party	225	103	122	34	51	64	34	27	16	94	79	31	17	3	42	3	2	165	2	5	40	24
	39%	34%	44%	35%	47%	48%	36%	38%	21%	45%	38%	42%	21%	3%	21%	14%	4%	96%	35%	5%	27%	44%
Some other party	6	5	1	-	2	2	1	1	-	1	1	3	-	-	*	-	-	*	3	*	-	1
	1%	2%	*	-	2%	1%	1%	1%	-	1%	*	5%	-	-	*	-	-	*	57%	*	-	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	21%
Labour	28%
Liberal Democrat	5%
UKIP	8%
Green	38%
Other	1%

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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	1001	496	505	66	134	215	221	171	193	482	222	107	157	152	291	26	78	252	8	150	250	78
Weighted base	1001	501	500	222	212	192	152	101	121	303	372	137	156	153	269	32	70	241	11	144	186	82
I would not vote UKIP	787	375	412	193	160	165	113	70	85	262	311	88	107	124	247	27	-	219	8	90	164	74
	79%	75%	82%	87%	75%	86%	75%	70%	70%	86%	84%	64%	69%	81%	92%	86%	-	91%	73%	62%	88%	90%
I would not vote Liberal Democrat	654	334	320	146	111	125	113	72	86	194	245	87	106	115	196	-	61	151	11	114	143	33
	65%	67%	64%	66%	52%	65%	75%	71%	71%	64%	66%	64%	68%	75%	73%	-	86%	63%	100%	79%	77%	40%
I would not vote Conservative	634	321	314	132	135	132	105	73	58	187	234	90	104	-	231	23	46	207	10	17	161	56
	63%	64%	63%	59%	64%	69%	69%	72%	48%	62%	63%	66%	66%	-	86%	72%	65%	86%	96%	12%	87%	69%
I would not vote Green	475	260	215	87	100	82	76	48	83	125	171	81	85	134	144	15	59	-	4	117	94	44
	47%	52%	43%	39%	47%	43%	50%	48%	68%	41%	46%	59%	54%	87%	53%	49%	85%	-	39%	82%	50%	54%
I would not vote Labour	369	204	165	94	77	60	45	37	55	101	127	64	60	110	-	20	48	86	5	99	10	27
	37%	41%	33%	42%	36%	31%	30%	36%	46%	33%	34%	47%	38%	72%	-	62%	68%	36%	49%	69%	6%	33%
None of these - I would potentially vote for all of them	22	14	9	2	8	3	5	3	2	8	3	6	4	*	7	-	-	3	-	1	3	1
	2%	3%	2%	1%	4%	2%	3%	2%	1%	3%	1%	5%	2%	*	3%	-	-	1%	-	1%	1%	1%
Don't know	12	6	6	-	3	3	1	2	3	2	1	3	3	1	-	-	1	3	-	-	-	-
	1%	1%	1%	-	2%	1%	1%	2%	3%	1%	*	2%	2%	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	1001	496	505	66	134	215	221	171	193	482	222	107	157	152	291	26	78	252	8	150	250	78	
Weighted base	1001	501	500	222	212	192	152	101	121	303	372	137	156	153	269	32	70	241	11	144	186	82	
NET: Well	551	290	261	130	117	116	74	45	68	185	208	72	66	130	129	26	42	102	8	115	84	52	
		55%	58%	52%	59%	55%	60%	49%	45%	56%	61%	56%	53%	42%	85%	48%	82%	60%	42%	71%	80%	45%	64%
Very well	(4)	24	20	5	-	16	6	1	1	1	7	10	3	2	2	6	3	2	2	1	2	1	7
		2%	4%	1%	-	7%	3%	1%	1%	1%	2%	3%	3%	1%	1%	2%	9%	4%	1%	14%	1%	1%	9%
Quite well	(3)	527	270	256	130	101	110	73	45	67	178	198	69	65	128	122	23	40	100	6	112	83	45
		53%	54%	51%	59%	48%	57%	48%	44%	55%	59%	53%	50%	41%	84%	46%	73%	57%	42%	57%	78%	45%	55%
Quite badly	(2)	363	165	197	79	73	64	64	45	37	103	139	47	64	20	111	5	23	126	3	23	89	29
		36%	33%	39%	35%	34%	34%	42%	44%	31%	34%	37%	34%	41%	13%	41%	15%	33%	52%	29%	16%	48%	35%
Very badly	(1)	52	31	22	5	17	8	10	7	4	10	12	8	19	-	20	1	3	8	-	1	10	1
		5%	6%	4%	2%	8%	4%	7%	7%	3%	3%	3%	6%	12%	-	7%	3%	4%	3%	-	*	6%	1%
NET: Badly		415	196	219	84	90	73	75	52	42	113	151	55	83	20	131	6	26	134	3	24	99	29
		41%	39%	44%	38%	42%	38%	49%	51%	34%	37%	41%	40%	53%	13%	49%	18%	37%	56%	29%	16%	53%	36%
Don't know		36	15	21	8	6	3	3	4	11	5	12	10	7	3	9	-	2	4	-	6	3	-
		4%	3%	4%	4%	3%	2%	2%	4%	9%	1%	3%	7%	5%	2%	3%	-	3%	2%	-	4%	2%	-
Mean		2.54	2.57	2.51	2.58	2.56	2.60	2.43	2.40	2.59	2.61	2.57	2.53	2.33	2.88	2.44	2.88	2.62	2.41	2.85	2.84	2.41	2.72
Standard deviation		0.64	0.67	0.60	0.54	0.75	0.63	0.63	0.64	0.58	0.59	0.61	0.66	0.71	0.36	0.67	0.59	0.63	0.57	0.67	0.42	0.61	0.63
Standard error		0.02	0.03	0.03	0.07	0.07	0.04	0.04	0.05	0.04	0.03	0.04	0.07	0.06	0.03	0.04	0.12	0.07	0.04	0.24	0.04	0.04	0.07

Brighton Pavilion 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	1001	496	505	66	134	215	221	171	193	482	222	107	157	152	291	26	78	252	8	150	250	78	
Weighted base	1001	501	500	222	212	192	152	101	121	303	372	137	156	153	269	32	70	241	11	144	186	82	
NET: Well	631	332	298	155	139	125	78	56	77	212	238	93	67	137	156	28	39	130	8	122	102	57	
		63%	66%	60%	70%	66%	65%	51%	55%	64%	70%	64%	68%	43%	90%	58%	88%	55%	54%	80%	85%	55%	70%
Very well	(4)	40	33	7	4	19	7	4	2	5	11	6	13	6	4	4	5	2	8	-	4	5	7
		4%	7%	1%	2%	9%	4%	3%	2%	4%	4%	2%	10%	4%	3%	2%	16%	2%	3%	-	3%	3%	9%
Quite well	(3)	591	299	291	151	120	119	74	54	72	201	232	80	61	133	152	23	37	122	8	118	97	50
		59%	60%	58%	68%	57%	62%	49%	53%	60%	66%	62%	58%	39%	87%	57%	72%	53%	50%	80%	82%	52%	61%
Quite badly	(2)	297	139	158	58	64	51	60	36	28	77	115	34	62	13	93	4	24	101	2	17	67	23
		30%	28%	32%	26%	30%	27%	40%	35%	23%	25%	31%	25%	40%	8%	34%	12%	33%	42%	20%	12%	36%	28%
Very badly	(1)	48	18	30	9	4	12	10	8	3	9	13	4	21	*	17	-	5	6	-	*	13	2
		5%	4%	6%	4%	2%	6%	7%	8%	3%	3%	3%	3%	13%	*	6%	-	7%	2%	-	*	7%	2%
NET: Badly		345	157	188	67	67	64	70	44	32	86	128	38	83	13	110	4	28	107	2	18	80	25
		34%	31%	38%	30%	32%	33%	46%	44%	26%	28%	34%	28%	53%	8%	41%	12%	40%	44%	20%	12%	43%	30%
Don't know		25	11	14	-	6	3	3	1	12	5	6	6	7	3	2	-	3	5	-	4	5	-
		3%	2%	3%	-	3%	1%	2%	1%	10%	2%	2%	4%	4%	2%	1%	-	5%	2%	-	3%	3%	-
Mean		2.64	2.71	2.57	2.68	2.75	2.63	2.48	2.49	2.72	2.72	2.63	2.78	2.35	2.94	2.54	3.05	2.53	2.56	2.80	2.90	2.51	2.77
Standard deviation		0.64	0.64	0.63	0.58	0.64	0.66	0.67	0.67	0.60	0.58	0.58	0.67	0.76	0.34	0.64	0.53	0.67	0.61	0.42	0.40	0.67	0.64
Standard error		0.02	0.03	0.03	0.07	0.06	0.05	0.05	0.05	0.05	0.03	0.04	0.07	0.06	0.03	0.04	0.10	0.08	0.04	0.15	0.03	0.04	0.07

Brighton Pavilion 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	1001	496	505	66	134	215	221	171	193	482	222	107	157	152	291	26	78	252	8	150	250	78
Weighted base	1001	501	500	222	212	192	152	101	121	303	372	137	156	153	269	32	70	241	11	144	186	82
I am satisfied with the job David Cameron is doing overall as Prime Minister	206 21%	113 23%	94 19%	40 18%	44 21%	41 22%	24 16%	17 17%	40 33%	62 20%	71 19%	26 19%	39 25%	90 59%	22 8%	4 13%	15 21%	28 12%	- -	74 52%	14 7%	11 13%
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	245 24%	132 26%	113 23%	59 27%	47 22%	46 24%	38 25%	23 23%	30 25%	75 25%	93 25%	33 24%	34 22%	58 38%	30 11%	17 54%	36 51%	38 16%	8 75%	54 37%	23 12%	27 33%
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.	448 45%	208 42%	240 48%	109 49%	85 40%	92 48%	72 47%	52 51%	39 32%	148 49%	176 47%	56 41%	60 38%	3 2%	211 79%	6 20%	15 21%	151 63%	3 25%	11 7%	141 75%	38 46%
Refused	12 1%	2 *	9 2%	- -	1 1%	3 2%	4 3%	2 2%	1 1%	4 1%	4 1%	1 1%	2 1%	- -	- -	- -	2 3%	* *	- -	- -	2 1%	2 2%
Don't know	90 9%	46 9%	44 9%	14 6%	35 16%	9 5%	14 9%	7 7%	11 9%	14 5%	28 7%	20 14%	22 14%	2 1%	6 2%	4 13%	3 4%	23 9%	- -	5 4%	7 4%	5 6%

Brighton Pavilion 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	1001	496	505	66	134	215	221	171	193	482	222	107	157	152	291	26	78	252	8	150	250	78
Weighted base	1001	501	500	222	212	192	152	101	121	303	372	137	156	153	269	32	70	241	11	144	186	82
The Green Party	273 27%	134 27%	139 28%	33 15%	51 24%	57 30%	52 34%	43 43%	35 29%	102 34%	92 25%	40 29%	29 19%	37 24%	74 27%	3 8%	17 25%	91 38%	* 4%	31 22%	68 37%	19 24%
Labour	261 26%	125 25%	137 27%	37 16%	48 23%	57 30%	43 29%	37 37%	39 33%	88 29%	101 27%	27 19%	38 24%	27 18%	97 36%	3 10%	17 24%	79 33%	- -	25 17%	84 45%	17 21%
The Conservatives	102 10%	49 10%	52 10%	15 7%	21 10%	23 12%	12 8%	14 14%	18 15%	31 10%	40 11%	16 12%	12 8%	24 15%	28 10%	1 2%	14 21%	17 7%	1 14%	23 16%	27 15%	5 6%
The UK Independence Party (UKIP)	39 4%	17 3%	22 4%	7 3%	8 4%	7 4%	5 3%	6 6%	4 4%	9 3%	16 4%	5 3%	4 3%	6 4%	17 6%	- -	4 6%	6 2%	- -	6 4%	9 5%	3 4%
The Liberal Democrat	17 2%	10 2%	8 2%	2 1%	4 2%	4 2%	1 1%	3 3%	3 3%	6 2%	3 1%	3 2%	3 2%	2 1%	5 2%	1 4%	2 3%	4 2%	- -	3 2%	7 4%	1 2%
None of them	532 53%	263 53%	269 54%	158 71%	122 58%	93 48%	73 48%	33 33%	53 44%	143 47%	199 54%	77 56%	96 61%	88 58%	126 47%	24 77%	32 46%	114 47%	9 81%	82 57%	66 36%	46 56%
Don't know	11 1%	8 2%	3 1%	5 2%	1 1%	4 2%	- -	1 1%	1 1%	2 1%	6 2%	3 2%	- -	- -	6 2%	1 2%	- -	- -	- -	- -	2 1%	1 1%

Brighton Pavilion 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	1001	496	505	66	134	215	221	171	193	482	222	107	157	152	291	26	78	252	8	150	250	78
Weighted base	1001	501	500	222	212	192	152	101	121	303	372	137	156	153	269	32	70	241	11	144	186	82
A Labour government	427	207	220	106	84	88	68	44	38	135	162	50	69	2	225	6	20	110	7	9	144	20
	43%	41%	44%	48%	40%	46%	45%	43%	31%	45%	44%	37%	44%	1%	84%	18%	29%	46%	62%	6%	77%	24%
A Conservative government	224	109	115	60	38	34	32	17	43	68	81	34	31	130	5	-	30	15	-	107	10	10
	22%	22%	23%	27%	18%	18%	21%	17%	35%	22%	22%	24%	20%	85%	2%	-	43%	6%	-	75%	5%	12%
A coalition between Labour and the Liberal Democrats	159	87	72	21	40	39	27	17	15	52	71	17	18	-	29	13	7	81	1	6	20	28
	16%	17%	14%	9%	19%	21%	18%	17%	12%	17%	19%	12%	12%	-	11%	42%	9%	34%	14%	4%	11%	34%
A coalition between the Conservatives and the Liberal Democrats	72	44	28	17	16	15	2	9	13	25	25	7	15	20	6	11	1	16	*	16	4	16
	7%	9%	6%	8%	8%	8%	1%	9%	11%	8%	7%	5%	9%	13%	2%	35%	2%	6%	4%	11%	2%	20%
Don't know	118	53	65	18	34	16	22	14	13	24	32	29	24	1	3	1	12	19	2	6	8	9
	12%	11%	13%	8%	16%	8%	14%	14%	11%	8%	9%	21%	15%	1%	1%	4%	17%	8%	20%	4%	4%	11%

Brighton Pavilion Poll
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Absolutes/col percents

Table 14
Gender
Base: All respondents

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
Male	496 50%	501 50%
Female	505 50%	500 50%

Brighton Pavilion 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	1001	1001
Weighted base	1001	1001
18-24	66 7%	222 22%
25-34	134 13%	212 21%
35-44	215 21%	192 19%
45-54	221 22%	152 15%
55-64	171 17%	101 10%
65 or older	193 19%	121 12%
Refused	1 *	1 *

Brighton Pavilion Poll
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Absolutes/col percents

Table 16

SEG**Base: All respondents**

	<u>Unweighted base</u>	<u>Weighted base</u>
Unweighted base	1001	1001
Weighted base	1001	1001
A	151 15%	93 9%
B	331 33%	210 21%
C1	222 22%	372 37%
C2	107 11%	137 14%
D	56 6%	72 7%
E	101 10%	85 8%
Refused	33 3%	33 3%

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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	1001	1001
Weighted base	1001	1001
Conservative	150 15%	144 14%
Labour	250 25%	186 19%
Liberal Democrats	78 8%	82 8%
The Green Party	248 25%	198 20%
Another party	17 2%	14 1%
Did not vote	196 20%	322 32%
Refused	26 3%	23 2%
Don't know	36 4%	32 3%