

Dudley North Poll

CATI Fieldwork : 20th-27th 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 | 478 | 523 | 58 | 151 | 154 | 182 | 161 | 294 | 266 | 187 | 156 | 357 | 188 | 253 | 16 | 237 | 18 | 7 | 221 | 251 | 47 | |
| Weighted base | 1001 | 491 | 510 | 111 | 158 | 181 | 172 | 140 | 238 | 139 | 260 | 252 | 314 | 185 | 249 | 16 | 251 | 16 | 7 | 200 | 212 | 54 | |
| Certain to vote | (10) | 471 | 237 | 234 | 23 | 46 | 89 | 90 | 73 | 148 | 84 | 128 | 108 | 144 | 103 | 135 | 12 | 152 | 7 | 5 | 143 | 140 | 29 |
| | | 47% | 48% | 46% | 21% | 29% | 49% | 52% | 52% | 62% | 60% | 49% | 43% | 46% | 56% | 54% | 74% | 61% | 43% | 65% | 71% | 66% | 53% |
| | (9) | 51 | 30 | 22 | 5 | 12 | 9 | 6 | 10 | 9 | 11 | 13 | 12 | 15 | 10 | 18 | * | 11 | - | 1 | 10 | 15 | 5 |
| | | 5% | 6% | 4% | 5% | 8% | 5% | 4% | 7% | 4% | 8% | 5% | 5% | 5% | 6% | 7% | 3% | 5% | - | 19% | 5% | 7% | 9% |
| | (8) | 89 | 37 | 52 | 11 | 11 | 17 | 16 | 14 | 20 | 8 | 29 | 30 | 18 | 21 | 24 | 1 | 24 | 1 | - | 23 | 15 | 5 |
| | | 9% | 8% | 10% | 10% | 7% | 9% | 9% | 10% | 8% | 6% | 11% | 12% | 6% | 11% | 10% | 8% | 10% | 3% | - | 12% | 7% | 9% |
| | (7) | 54 | 33 | 21 | 13 | 10 | 10 | 7 | 7 | 7 | 6 | 15 | 17 | 14 | 21 | 7 | 1 | 13 | 1 | - | 4 | 7 | 1 |
| | | 5% | 7% | 4% | 12% | 6% | 5% | 4% | 5% | 3% | 4% | 6% | 7% | 4% | 11% | 3% | 4% | 5% | 6% | - | 2% | 3% | 1% |
| | (6) | 44 | 21 | 24 | 7 | 5 | 13 | 5 | 7 | 8 | 2 | 12 | 13 | 14 | 9 | 17 | 1 | 7 | 1 | - | 9 | 7 | 3 |
| | | 4% | 4% | 5% | 6% | 3% | 7% | 3% | 5% | 3% | 2% | 5% | 5% | 4% | 5% | 7% | 5% | 3% | 7% | - | 4% | 3% | 5% |
| | (5) | 98 | 43 | 56 | 17 | 27 | 11 | 20 | 7 | 16 | 5 | 20 | 31 | 40 | 12 | 34 | 1 | 19 | 3 | - | 4 | 17 | 6 |
| | | 10% | 9% | 11% | 15% | 17% | 6% | 12% | 5% | 7% | 3% | 8% | 12% | 13% | 6% | 14% | 6% | 8% | 16% | - | 2% | 8% | 10% |
| | (4) | 27 | 10 | 16 | 12 | 5 | 4 | 2 | 2 | 1 | 1 | 14 | 6 | 4 | 2 | 8 | - | 9 | 2 | - | 1 | - | 2 |
| | | 3% | 2% | 3% | 11% | 3% | 2% | 1% | 2% | * | 1% | 5% | 2% | 1% | 1% | 3% | - | 4% | 10% | - | 1% | - | 4% |
| | (3) | 26 | 16 | 10 | 5 | 8 | 4 | 3 | 2 | 3 | 5 | 7 | 8 | 5 | 5 | 3 | - | 6 | 1 | - | 1 | 1 | 1 |
| | | 3% | 3% | 2% | 4% | 5% | 2% | 2% | 1% | 1% | 3% | 3% | 3% | 1% | 3% | 1% | - | 2% | 7% | - | 1% | * | 2% |
| | (2) | 21 | 10 | 11 | 5 | 8 | 1 | 3 | 4 | - | 2 | 2 | 8 | 9 | 2 | 3 | - | 9 | 1 | 1 | 1 | 1 | - |
| | | 2% | 2% | 2% | 5% | 5% | 1% | 2% | 3% | - | 2% | 1% | 3% | 3% | 1% | 1% | - | 4% | 8% | 16% | * | 1% | - |
| Definitely would not vote | (1) | 114 | 51 | 63 | 12 | 24 | 20 | 21 | 13 | 23 | 15 | 20 | 20 | 48 | - | - | - | - | - | - | 3 | 7 | 3 |
| | | 11% | 10% | 12% | 11% | 15% | 11% | 12% | 9% | 10% | 11% | 8% | 8% | 15% | - | - | - | - | - | - | 2% | 3% | 6% |
| Don't know | | 6 | 3 | 3 | - | 2 | 1 | - | 1 | 2 | 1 | - | - | 5 | - | - | - | - | - | - | - | 2 | - |
| | | 1% | 1% | 1% | - | 1% | 1% | - | 1% | 1% | * | - | - | 2% | - | - | - | - | - | - | - | 1% | - |
| Mean | | 7.39 | 7.52 | 7.28 | 6.05 | 6.26 | 7.61 | 7.55 | 7.84 | 8.22 | 8.04 | 7.70 | 7.37 | 7.08 | 8.52 | 8.31 | 9.20 | 8.44 | 6.93 | 8.57 | 9.10 | 8.77 | 8.06 |
| Standard deviation | | 3.19 | 3.13 | 3.23 | 2.98 | 3.34 | 3.10 | 3.21 | 3.03 | 2.92 | 3.15 | 2.93 | 2.99 | 3.42 | 2.04 | 2.23 | 1.59 | 2.37 | 3.05 | 3.06 | 1.83 | 2.25 | 2.74 |
| Standard error | | 0.10 | 0.14 | 0.14 | 0.39 | 0.27 | 0.25 | 0.24 | 0.24 | 0.17 | 0.19 | 0.21 | 0.24 | 0.18 | 0.15 | 0.14 | 0.40 | 0.15 | 0.72 | 1.16 | 0.12 | 0.14 | 0.40 |

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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 | 1001 | 478 | 523 | 58 | 151 | 154 | 182 | 161 | 294 | 266 | 187 | 156 | 357 | 188 | 253 | 16 | 237 | 18 | 7 | 221 | 251 | 47 |
| Weighted base | 1001 | 491 | 510 | 111 | 158 | 181 | 172 | 140 | 238 | 139 | 260 | 252 | 314 | 185 | 249 | 16 | 251 | 16 | 7 | 200 | 212 | 54 |
| Conservative | 185 | 101 | 84 | 19 | 21 | 37 | 28 | 29 | 51 | 35 | 60 | 57 | 31 | 185 | - | - | - | - | - | 105 | 12 | 10 |
| | 19% | 21% | 16% | 17% | 13% | 21% | 17% | 20% | 21% | 25% | 23% | 23% | 10% | 100% | - | - | - | - | - | 52% | 5% | 18% |
| Labour | 249 | 98 | 151 | 37 | 49 | 35 | 37 | 36 | 54 | 29 | 62 | 48 | 105 | - | 249 | - | - | - | - | 11 | 124 | 10 |
| | 25% | 20% | 30% | 34% | 31% | 19% | 22% | 26% | 23% | 20% | 24% | 19% | 33% | - | 100% | - | - | - | - | 6% | 59% | 18% |
| Liberal Democrat | 16 | 8 | 8 | 1 | 6 | 3 | 4 | 1 | 1 | 6 | - | 6 | 3 | - | - | 16 | - | - | - | - | 3 | 11 |
| | 2% | 2% | 2% | 1% | 4% | 2% | 2% | 1% | 1% | 4% | - | 3% | 1% | - | - | 100% | - | - | - | - | 1% | 20% |
| The UK Independence Party (UKIP) | 251 | 140 | 111 | 14 | 35 | 58 | 48 | 38 | 57 | 26 | 58 | 90 | 72 | - | - | - | 251 | - | - | 53 | 38 | 9 |
| | 25% | 29% | 22% | 13% | 22% | 32% | 28% | 27% | 24% | 19% | 22% | 36% | 23% | - | - | - | 100% | - | - | 26% | 18% | 17% |
| The Green Party | 16 | 6 | 10 | 5 | 3 | 2 | 4 | 1 | 1 | 6 | 1 | - | 7 | - | - | - | - | 16 | - | 2 | 3 | 2 |
| | 2% | 1% | 2% | 5% | 2% | 1% | 3% | 1% | * | 4% | 1% | - | 2% | - | - | - | 100% | - | - | 1% | 1% | 4% |
| The British National Party (BNP) | 2 | 2 | - | - | - | 1 | - | 1 | - | - | 1 | - | 1 | - | - | - | - | - | 2 | - | - | - |
| | * | * | - | - | - | 1% | - | 1% | - | - | * | - | * | - | - | - | - | - | 32% | - | - | - |
| Some other party | 5 | 3 | 2 | - | 1 | 1 | - | - | 2 | - | 1 | - | 2 | - | - | - | - | - | 5 | - | 1 | - |
| | * | 1% | * | - | 1% | 1% | - | - | 1% | - | 1% | - | 1% | - | - | - | - | - | 68% | - | 1% | - |
| Would not vote | 114 | 51 | 63 | 12 | 24 | 20 | 21 | 13 | 23 | 15 | 20 | 20 | 48 | - | - | - | - | - | - | 3 | 7 | 3 |
| | 11% | 10% | 12% | 11% | 15% | 11% | 12% | 9% | 10% | 11% | 8% | 8% | 15% | - | - | - | - | - | - | 2% | 3% | 6% |
| Refused | 41 | 24 | 17 | - | 3 | 7 | 6 | 9 | 16 | 5 | 17 | 10 | 4 | - | - | - | - | - | - | 10 | 3 | - |
| | 4% | 5% | 3% | - | 2% | 4% | 4% | 7% | 7% | 4% | 7% | 4% | 1% | - | - | - | - | - | - | 5% | 1% | - |
| Don't know | 121 | 57 | 64 | 21 | 17 | 16 | 23 | 12 | 32 | 18 | 38 | 20 | 41 | - | - | - | - | - | - | 16 | 21 | 9 |
| | 12% | 12% | 13% | 19% | 11% | 9% | 13% | 9% | 13% | 13% | 15% | 8% | 13% | - | - | - | - | - | - | 8% | 10% | 18% |

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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 | 508 | 251 | 258 | 20 | 60 | 80 | 90 | 90 | 167 | 152 | 92 | 80 | 176 | 137 | 177 | 12 | 167 | 10 | 5 | 155 | 167 | 27 |
| Weighted base | 486 | 243 | 243 | 36 | 59 | 96 | 87 | 77 | 130 | 79 | 126 | 125 | 149 | 127 | 163 | 12 | 172 | 8 | 5 | 137 | 140 | 31 |
| Conservative | 127 | 67 | 60 | 12 | 8 | 28 | 19 | 22 | 38 | 29 | 42 | 34 | 21 | 127 | - | - | - | - | - | 84 | 8 | 7 |
| | 26% | 28% | 25% | 33% | 14% | 29% | 22% | 28% | 29% | 37% | 33% | 28% | 14% | 100% | - | - | - | - | - | 61% | 5% | 22% |
| Labour | 163 | 61 | 101 | 15 | 29 | 20 | 29 | 28 | 41 | 22 | 41 | 27 | 69 | - | 163 | - | - | - | - | 8 | 97 | 7 |
| | 33% | 25% | 42% | 42% | 49% | 21% | 33% | 36% | 32% | 28% | 33% | 21% | 47% | - | 100% | - | - | - | - | 6% | 69% | 24% |
| Liberal Democrat | 12 | 6 | 6 | 1 | 4 | 3 | 3 | * | 1 | 5 | - | 6 | 2 | - | - | 12 | - | - | - | - | 2 | 9 |
| | 3% | 2% | 3% | 2% | 7% | 3% | 4% | * | 1% | 6% | - | 5% | 1% | - | - | 100% | - | - | - | - | 1% | 30% |
| The UK Independence Party (UKIP) | 172 | 102 | 69 | 6 | 15 | 43 | 34 | 27 | 46 | 19 | 42 | 58 | 50 | - | - | - | 172 | - | - | 45 | 30 | 6 |
| | 35% | 42% | 28% | 17% | 26% | 45% | 39% | 35% | 35% | 25% | 33% | 46% | 34% | - | - | - | 100% | - | - | 32% | 22% | 20% |
| The Green Party | 8 | 3 | 5 | 2 | 1 | * | 2 | 1 | 1 | 3 | * | - | 4 | - | - | - | - | 8 | - | 1 | 2 | 1 |
| | 2% | 1% | 2% | 6% | 3% | * | 2% | 1% | 1% | 4% | * | - | 3% | - | - | - | - | 100% | - | * | 2% | 3% |
| The British National Party (BNP) | 1 | 1 | - | - | - | 1 | - | * | - | - | * | - | 1 | - | - | - | - | - | 1 | - | - | - |
| | * | * | - | - | - | 1% | - | * | - | - | * | - | 1% | - | - | - | - | - | 20% | - | - | - |
| Some other party | 4 | 2 | 2 | - | 1 | 1 | - | - | 2 | - | 1 | - | 2 | - | - | - | - | - | 4 | - | 1 | - |
| | 1% | 1% | 1% | - | 2% | 1% | - | - | 2% | - | 1% | - | 1% | - | - | - | - | - | 80% | - | 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 | 27% |
| Labour | 34% |
| Liberal Democrat | 3% |
| UKIP | 34% |
| Green | 2% |
| Other | 1% |

Dudley North 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 | 1001 | 478 | 523 | 58 | 151 | 154 | 182 | 161 | 294 | 266 | 187 | 156 | 357 | 188 | 253 | 16 | 237 | 18 | 7 | 221 | 251 | 47 |
| Weighted base | 1001 | 491 | 510 | 111 | 158 | 181 | 172 | 140 | 238 | 139 | 260 | 252 | 314 | 185 | 249 | 16 | 251 | 16 | 7 | 200 | 212 | 54 |
| Conservative | 176 | 93 | 82 | 14 | 17 | 32 | 31 | 27 | 54 | 33 | 59 | 50 | 32 | 155 | 3 | 1 | 7 | - | 1 | 103 | 11 | 8 |
| | 18% | 19% | 16% | 12% | 11% | 18% | 18% | 20% | 23% | 24% | 23% | 20% | 10% | 83% | 1% | 5% | 3% | - | 12% | 51% | 5% | 14% |
| Labour | 290 | 119 | 171 | 47 | 54 | 37 | 45 | 42 | 65 | 36 | 76 | 59 | 114 | 12 | 233 | 3 | 11 | 4 | - | 18 | 142 | 14 |
| | 29% | 24% | 33% | 42% | 34% | 20% | 26% | 30% | 27% | 26% | 29% | 23% | 36% | 7% | 93% | 22% | 5% | 26% | - | 9% | 67% | 26% |
| Liberal Democrat | 16 | 9 | 6 | - | 4 | 6 | 4 | 2 | 1 | 6 | - | 10 | - | 2 | 2 | 11 | - | 1 | - | 2 | 2 | 12 |
| | 2% | 2% | 1% | - | 2% | 3% | 2% | 1% | * | 4% | - | 4% | - | 1% | 1% | 73% | - | 3% | - | 1% | 1% | 21% |
| The UK Independence Party (UKIP) | 263 | 147 | 116 | 13 | 42 | 67 | 49 | 40 | 52 | 29 | 58 | 92 | 77 | 8 | 5 | - | 231 | 1 | 1 | 63 | 34 | 9 |
| | 26% | 30% | 23% | 12% | 26% | 37% | 28% | 29% | 22% | 21% | 22% | 36% | 25% | 5% | 2% | - | 92% | 7% | 11% | 32% | 16% | 17% |
| The Green Party | 16 | 7 | 9 | 7 | 2 | - | 5 | - | 2 | 2 | 4 | - | 8 | 3 | 1 | - | - | 10 | - | 2 | 2 | - |
| | 2% | 1% | 2% | 6% | 1% | - | 3% | - | 1% | 1% | 1% | - | 3% | 2% | 1% | - | - | 64% | - | 1% | 1% | - |
| The British National Party (BNP) | 2 | 2 | - | - | - | 1 | - | 1 | - | - | 1 | - | 1 | - | - | - | - | - | 2 | - | - | - |
| | * | * | - | - | - | 1% | - | 1% | - | - | * | - | * | - | - | - | - | - | 32% | - | - | - |
| Some other party | 3 | 1 | 2 | - | 1 | 1 | - | - | 1 | - | 1 | - | 1 | - | - | - | - | - | 3 | - | 1 | - |
| | * | * | * | - | 1% | 1% | - | - | * | - | 1% | - | * | - | - | - | - | - | 45% | - | 1% | - |
| Would not vote | 114 | 51 | 63 | 12 | 24 | 20 | 21 | 13 | 23 | 15 | 20 | 20 | 48 | - | - | - | - | - | - | 3 | 7 | 3 |
| | 11% | 10% | 12% | 11% | 15% | 11% | 12% | 9% | 10% | 11% | 8% | 8% | 15% | - | - | - | - | - | - | 2% | 3% | 6% |
| Refused | 28 | 16 | 12 | - | - | 7 | 2 | 7 | 12 | 4 | 14 | 5 | 2 | - | * | - | - | - | - | 5 | * | - |
| | 3% | 3% | 2% | - | - | 4% | 1% | 5% | 5% | 3% | 5% | 2% | * | - | * | - | - | - | - | 2% | * | - |
| Don't know | 93 | 45 | 48 | 19 | 14 | 10 | 16 | 7 | 27 | 14 | 27 | 16 | 32 | 5 | 4 | - | 2 | - | - | 4 | 12 | 9 |
| | 9% | 9% | 9% | 17% | 9% | 5% | 9% | 5% | 11% | 10% | 10% | 6% | 10% | 3% | 2% | - | 1% | - | - | 2% | 5% | 16% |

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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 | 533 | 264 | 269 | 20 | 63 | 85 | 97 | 93 | 174 | 159 | 99 | 84 | 182 | 134 | 174 | 12 | 166 | 10 | 5 | 164 | 178 | 28 |
| Weighted base | 510 | 255 | 255 | 36 | 63 | 100 | 94 | 80 | 136 | 82 | 134 | 131 | 154 | 124 | 160 | 12 | 171 | 8 | 5 | 148 | 147 | 31 |
| Conservative | 119 | 60 | 58 | 8 | 7 | 23 | 20 | 20 | 41 | 28 | 39 | 31 | 21 | 105 | 2 | 1 | 4 | - | 1 | 80 | 8 | 6 |
| | 23% | 24% | 23% | 23% | 10% | 23% | 21% | 25% | 30% | 34% | 29% | 23% | 13% | 85% | 1% | 6% | 3% | - | 14% | 54% | 6% | 20% |
| Labour | 189 | 75 | 114 | 19 | 33 | 23 | 35 | 30 | 48 | 27 | 51 | 34 | 74 | 9 | 154 | 2 | 7 | 2 | - | 13 | 109 | 9 |
| | 37% | 29% | 45% | 54% | 52% | 23% | 37% | 38% | 36% | 33% | 38% | 26% | 48% | 7% | 96% | 15% | 4% | 30% | - | 9% | 74% | 30% |
| Liberal Democrat | 13 | 8 | 5 | - | 3 | 5 | 3 | 2 | * | 4 | - | 9 | - | 2 | 1 | 10 | - | * | - | 2 | 2 | 10 |
| | 3% | 3% | 2% | - | 5% | 5% | 3% | 2% | * | 5% | - | 7% | - | 1% | 1% | 79% | - | 6% | - | 1% | 1% | 31% |
| The UK Independence Party (UKIP) | 177 | 107 | 70 | 4 | 19 | 47 | 35 | 28 | 44 | 22 | 41 | 58 | 52 | 6 | 2 | - | 159 | * | 1 | 53 | 26 | 6 |
| | 35% | 42% | 27% | 12% | 30% | 47% | 37% | 35% | 32% | 27% | 31% | 44% | 34% | 5% | 2% | - | 93% | 3% | 13% | 35% | 18% | 19% |
| The Green Party | 9 | 3 | 5 | 4 | 1 | - | 2 | - | 2 | 1 | 2 | - | 5 | 3 | 1 | - | - | 5 | - | 1 | 2 | - |
| | 2% | 1% | 2% | 11% | 1% | - | 2% | - | 2% | 1% | 1% | - | 3% | 2% | 1% | - | - | 60% | - | 1% | 1% | - |
| The British National Party (BNP) | 1 | 1 | - | - | - | 1 | - | * | - | - | * | - | 1 | - | - | - | - | - | 1 | - | - | - |
| | * | * | - | - | - | 1% | - | * | - | - | * | - | 1% | - | - | - | - | - | 20% | - | - | - |
| Some other party | 3 | 1 | 2 | - | 1 | 1 | - | - | 1 | - | 1 | - | 1 | - | - | - | - | - | 3 | - | 1 | - |
| | 1% | * | 1% | - | 2% | 1% | - | - | 1% | - | 1% | - | * | - | - | - | - | - | 52% | - | 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 | 24% |
| Labour | 37% |
| Liberal Democrat | 3% |
| UKIP | 34% |
| Green | 2% |
| 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 | 478 | 523 | 58 | 151 | 154 | 182 | 161 | 294 | 266 | 187 | 156 | 357 | 188 | 253 | 16 | 237 | 18 | 7 | 221 | 251 | 47 |
| Weighted base | 1001 | 491 | 510 | 111 | 158 | 181 | 172 | 140 | 238 | 139 | 260 | 252 | 314 | 185 | 249 | 16 | 251 | 16 | 7 | 200 | 212 | 54 |
| I would not vote Liberal Democrat | 712 | 355 | 358 | 66 | 108 | 135 | 126 | 93 | 183 | 99 | 170 | 189 | 240 | 133 | 182 | - | 216 | 11 | 5 | 163 | 159 | 21 |
| | 71% | 72% | 70% | 60% | 68% | 75% | 73% | 66% | 77% | 71% | 65% | 75% | 76% | 72% | 73% | - | 86% | 69% | 66% | 81% | 75% | 38% |
| I would not vote Conservative | 541 | 262 | 279 | 51 | 94 | 98 | 102 | 71 | 125 | 65 | 108 | 145 | 209 | - | 192 | 9 | 187 | 13 | 3 | 38 | 159 | 29 |
| | 54% | 53% | 55% | 46% | 59% | 54% | 59% | 51% | 52% | 47% | 42% | 58% | 66% | - | 77% | 56% | 74% | 79% | 39% | 19% | 75% | 54% |
| I would not vote UKIP | 477 | 196 | 281 | 66 | 85 | 72 | 78 | 55 | 120 | 82 | 127 | 96 | 159 | 128 | 183 | 11 | - | 14 | 1 | 89 | 129 | 30 |
| | 48% | 40% | 55% | 59% | 53% | 40% | 45% | 39% | 50% | 59% | 49% | 38% | 51% | 69% | 73% | 70% | - | 88% | 11% | 45% | 61% | 55% |
| I would not vote Labour | 451 | 248 | 203 | 31 | 70 | 90 | 89 | 52 | 118 | 65 | 119 | 132 | 121 | 131 | - | 7 | 185 | 2 | 3 | 145 | 35 | 24 |
| | 45% | 51% | 40% | 28% | 44% | 50% | 52% | 37% | 50% | 47% | 46% | 52% | 39% | 71% | - | 42% | 74% | 13% | 39% | 73% | 17% | 44% |
| None of these - I would potentially vote for all of them | 80 | 36 | 44 | 8 | 15 | 16 | 8 | 21 | 12 | 10 | 28 | 16 | 20 | 12 | 17 | 3 | 11 | - | 1 | 8 | 11 | 7 |
| | 8% | 7% | 9% | 7% | 10% | 9% | 5% | 15% | 5% | 7% | 11% | 6% | 6% | 6% | 7% | 20% | 5% | - | 19% | 4% | 5% | 13% |
| Don't know | 15 | 9 | 6 | 2 | 1 | 3 | 1 | 3 | 5 | 1 | 2 | 1 | 7 | 1 | - | - | - | - | 1 | 2 | - | 1 |
| | 2% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 2% | * | - | - | - | - | 15% | 1% | - | 2% |

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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 | 1001 | 478 | 523 | 58 | 151 | 154 | 182 | 161 | 294 | 266 | 187 | 156 | 357 | 188 | 253 | 16 | 237 | 18 | 7 | 221 | 251 | 47 | |
| Weighted base | 1001 | 491 | 510 | 111 | 158 | 181 | 172 | 140 | 238 | 139 | 260 | 252 | 314 | 185 | 249 | 16 | 251 | 16 | 7 | 200 | 212 | 54 | |
| NET: Well | 464 | 261 | 203 | 51 | 62 | 73 | 74 | 75 | 128 | 78 | 137 | 105 | 131 | 142 | 102 | 13 | 84 | 12 | 2 | 130 | 91 | 34 | |
| | 46% | 53% | 40% | 46% | 39% | 41% | 43% | 54% | 54% | 56% | 53% | 42% | 42% | 77% | 41% | 81% | 33% | 72% | 27% | 65% | 43% | 64% | |
| Very well | (4) | 29 | 17 | 12 | 6 | 1 | 3 | 3 | 4 | 12 | 4 | 8 | 4 | 13 | 4 | 13 | - | 4 | 3 | - | 5 | 9 | 1 |
| | | 3% | 3% | 2% | 5% | 1% | 2% | 2% | 3% | 5% | 3% | 3% | 2% | 4% | 2% | 5% | - | 2% | 16% | - | 2% | 4% | 2% |
| Quite well | (3) | 435 | 244 | 191 | 45 | 61 | 71 | 71 | 72 | 116 | 74 | 129 | 101 | 118 | 138 | 89 | 13 | 79 | 9 | 2 | 125 | 83 | 33 |
| | | 43% | 50% | 37% | 41% | 38% | 39% | 41% | 51% | 49% | 53% | 49% | 40% | 38% | 75% | 36% | 81% | 31% | 56% | 27% | 63% | 39% | 62% |
| Quite badly | (2) | 366 | 156 | 209 | 46 | 64 | 73 | 74 | 47 | 61 | 45 | 95 | 97 | 117 | 38 | 110 | 3 | 111 | 3 | 2 | 50 | 84 | 13 |
| | | 37% | 32% | 41% | 42% | 40% | 41% | 43% | 34% | 26% | 32% | 37% | 39% | 37% | 20% | 44% | 19% | 44% | 20% | 26% | 25% | 39% | 24% |
| Very badly | (1) | 126 | 53 | 73 | 11 | 29 | 27 | 19 | 12 | 28 | 12 | 16 | 37 | 52 | 2 | 28 | - | 48 | 1 | 3 | 12 | 29 | 7 |
| | | 13% | 11% | 14% | 10% | 18% | 15% | 11% | 9% | 12% | 9% | 6% | 15% | 17% | 1% | 11% | - | 19% | 7% | 36% | 6% | 14% | 13% |
| NET: Badly | | 491 | 209 | 282 | 57 | 93 | 100 | 93 | 59 | 89 | 57 | 112 | 135 | 169 | 39 | 138 | 3 | 160 | 4 | 5 | 62 | 112 | 20 |
| | | 49% | 43% | 55% | 51% | 58% | 55% | 54% | 42% | 37% | 41% | 43% | 53% | 54% | 21% | 55% | 19% | 63% | 28% | 62% | 31% | 53% | 36% |
| Don't know | | 46 | 21 | 25 | 3 | 4 | 7 | 5 | 5 | 21 | 4 | 11 | 13 | 14 | 4 | 9 | - | 8 | - | 1 | 8 | 8 | - |
| | | 5% | 4% | 5% | 3% | 3% | 4% | 3% | 4% | 9% | 3% | 4% | 5% | 5% | 2% | 4% | - | 3% | - | 11% | 4% | 4% | - |
| Mean | | 2.38 | 2.48 | 2.29 | 2.43 | 2.22 | 2.28 | 2.35 | 2.50 | 2.52 | 2.52 | 2.30 | 2.31 | 2.80 | 2.36 | 2.81 | 2.16 | 2.81 | 1.90 | 2.64 | 2.35 | 2.53 | |
| Standard deviation | | 0.75 | 0.74 | 0.75 | 0.75 | 0.75 | 0.74 | 0.70 | 0.70 | 0.79 | 0.70 | 0.67 | 0.75 | 0.80 | 0.48 | 0.76 | 0.41 | 0.76 | 0.81 | 0.91 | 0.64 | 0.77 | 0.74 |
| Standard error | | 0.02 | 0.03 | 0.03 | 0.10 | 0.06 | 0.06 | 0.05 | 0.06 | 0.05 | 0.04 | 0.05 | 0.06 | 0.04 | 0.04 | 0.05 | 0.10 | 0.05 | 0.19 | 0.37 | 0.04 | 0.05 | 0.11 |

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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 | 478 | 523 | 58 | 151 | 154 | 182 | 161 | 294 | 266 | 187 | 156 | 357 | 188 | 253 | 16 | 237 | 18 | 7 | 221 | 251 | 47 | |
| Weighted base | 1001 | 491 | 510 | 111 | 158 | 181 | 172 | 140 | 238 | 139 | 260 | 252 | 314 | 185 | 249 | 16 | 251 | 16 | 7 | 200 | 212 | 54 | |
| NET: Well | 526 | 294 | 231 | 68 | 82 | 75 | 84 | 84 | 132 | 94 | 158 | 130 | 128 | 148 | 131 | 14 | 102 | 10 | 2 | 138 | 108 | 37 | |
| | 53% | 60% | 45% | 61% | 52% | 42% | 49% | 60% | 56% | 68% | 61% | 51% | 41% | 80% | 52% | 90% | 41% | 61% | 27% | 69% | 51% | 68% | |
| Very well | (4) | 46 | 32 | 15 | 3 | 11 | 5 | 7 | 6 | 14 | 5 | 17 | 10 | 13 | 7 | 17 | 1 | 11 | - | - | 6 | 13 | 1 |
| | | 5% | 6% | 3% | 3% | 7% | 3% | 4% | 4% | 6% | 4% | 7% | 4% | 4% | 4% | 7% | 6% | 4% | - | - | 3% | 6% | 1% |
| Quite well | (3) | 479 | 263 | 216 | 64 | 71 | 71 | 77 | 78 | 118 | 89 | 141 | 120 | 115 | 141 | 114 | 13 | 92 | 10 | 2 | 133 | 96 | 36 |
| | | 48% | 54% | 42% | 58% | 45% | 39% | 45% | 55% | 50% | 64% | 54% | 47% | 37% | 76% | 46% | 84% | 36% | 61% | 27% | 66% | 45% | 67% |
| Quite badly | (2) | 321 | 131 | 189 | 36 | 57 | 70 | 64 | 39 | 55 | 35 | 81 | 87 | 111 | 32 | 85 | 1 | 103 | 5 | 3 | 43 | 73 | 11 |
| | | 32% | 27% | 37% | 33% | 36% | 39% | 37% | 28% | 23% | 25% | 31% | 35% | 35% | 17% | 34% | 5% | 41% | 34% | 45% | 21% | 34% | 20% |
| Very badly | (1) | 115 | 45 | 71 | 7 | 12 | 29 | 23 | 13 | 31 | 8 | 13 | 25 | 60 | 2 | 24 | 1 | 40 | 1 | 1 | 13 | 22 | 6 |
| | | 12% | 9% | 14% | 6% | 8% | 16% | 14% | 9% | 13% | 5% | 5% | 10% | 19% | 1% | 10% | 5% | 16% | 5% | 17% | 7% | 11% | 11% |
| NET: Badly | | 436 | 176 | 260 | 43 | 69 | 99 | 87 | 52 | 85 | 42 | 93 | 112 | 171 | 34 | 109 | 2 | 143 | 6 | 5 | 56 | 95 | 16 |
| | | 44% | 36% | 51% | 39% | 44% | 55% | 51% | 37% | 36% | 30% | 36% | 45% | 54% | 18% | 44% | 10% | 57% | 39% | 62% | 28% | 45% | 30% |
| Don't know | | 39 | 20 | 19 | - | 7 | 6 | 1 | 4 | 20 | 3 | 9 | 10 | 15 | 3 | 9 | - | 6 | - | 1 | 6 | 8 | 1 |
| | | 4% | 4% | 4% | - | 4% | 4% | 1% | 3% | 8% | 2% | 3% | 4% | 5% | 2% | 4% | - | 2% | - | 11% | 3% | 4% | 2% |
| Mean | | 2.47 | 2.60 | 2.36 | 2.58 | 2.53 | 2.29 | 2.40 | 2.57 | 2.53 | 2.67 | 2.65 | 2.47 | 2.27 | 2.84 | 2.52 | 2.91 | 2.30 | 2.56 | 2.11 | 2.67 | 2.48 | 2.59 |
| Standard deviation | | 0.77 | 0.75 | 0.76 | 0.65 | 0.75 | 0.77 | 0.77 | 0.73 | 0.82 | 0.64 | 0.68 | 0.74 | 0.83 | 0.48 | 0.77 | 0.58 | 0.79 | 0.61 | 0.75 | 0.64 | 0.77 | 0.70 |
| Standard error | | 0.02 | 0.04 | 0.03 | 0.09 | 0.06 | 0.06 | 0.06 | 0.06 | 0.05 | 0.04 | 0.05 | 0.06 | 0.05 | 0.04 | 0.05 | 0.15 | 0.05 | 0.14 | 0.31 | 0.04 | 0.05 | 0.10 |

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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 | 478 | 523 | 58 | 151 | 154 | 182 | 161 | 294 | 266 | 187 | 156 | 357 | 188 | 253 | 16 | 237 | 18 | 7 | 221 | 251 | 47 |
| Weighted base | 1001 | 491 | 510 | 111 | 158 | 181 | 172 | 140 | 238 | 139 | 260 | 252 | 314 | 185 | 249 | 16 | 251 | 16 | 7 | 200 | 212 | 54 |
| I am satisfied with the job David Cameron is doing overall as Prime Minister | 273 27% | 148 30% | 125 24% | 40 36% | 42 26% | 38 21% | 42 24% | 46 33% | 65 28% | 39 28% | 74 28% | 82 32% | 70 22% | 107 58% | 51 20% | 8 48% | 42 17% | 2 11% | - | 84 42% | 42 20% | 16 29% |
| 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 | 324 32% | 164 33% | 160 31% | 40 36% | 43 27% | 72 40% | 60 35% | 40 29% | 69 29% | 53 38% | 94 36% | 88 35% | 80 26% | 74 40% | 45 18% | 5 33% | 108 43% | 6 36% | 3 46% | 99 50% | 32 15% | 22 41% |
| 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. | 253 25% | 101 21% | 151 30% | 21 19% | 56 35% | 35 19% | 51 29% | 38 27% | 52 22% | 33 24% | 56 21% | 48 19% | 111 35% | 3 2% | 144 58% | 2 13% | 56 22% | 6 36% | 1 11% | 12 6% | 115 54% | 12 22% |
| Refused | 24 2% | 15 3% | 9 2% | - | 1 * | 5 2% | 3 2% | 7 5% | 9 4% | 3 2% | 9 3% | 4 2% | 6 2% | - | - | 1 4% | 4 2% | 1 8% | 1 15% | 1 1% | 2 1% | 1 1% |
| Don't know | 128 13% | 62 13% | 65 13% | 10 9% | 17 11% | 32 18% | 16 9% | 9 7% | 42 18% | 11 8% | 28 11% | 31 12% | 47 15% | 1 * | 9 4% | * 3% | 41 16% | 1 9% | 2 28% | 3 2% | 22 10% | 4 7% |

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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 | 478 | 523 | 58 | 151 | 154 | 182 | 161 | 294 | 266 | 187 | 156 | 357 | 188 | 253 | 16 | 237 | 18 | 7 | 221 | 251 | 47 |
| Weighted base | 1001 | 491 | 510 | 111 | 158 | 181 | 172 | 140 | 238 | 139 | 260 | 252 | 314 | 185 | 249 | 16 | 251 | 16 | 7 | 200 | 212 | 54 |
| Labour | 275 | 132 | 143 | 21 | 47 | 44 | 50 | 42 | 70 | 49 | 78 | 56 | 85 | 57 | 93 | 2 | 58 | 5 | 3 | 62 | 88 | 13 |
| | 27% | 27% | 28% | 19% | 29% | 24% | 29% | 30% | 30% | 35% | 30% | 22% | 27% | 31% | 37% | 10% | 23% | 33% | 40% | 31% | 42% | 25% |
| The UK Independence Party (UKIP) | 187 | 103 | 84 | 33 | 33 | 37 | 28 | 23 | 33 | 30 | 51 | 49 | 51 | 27 | 45 | 1 | 73 | 6 | 2 | 44 | 30 | 13 |
| | 19% | 21% | 16% | 30% | 21% | 21% | 16% | 16% | 14% | 22% | 19% | 19% | 16% | 14% | 18% | 8% | 29% | 35% | 26% | 22% | 14% | 24% |
| The Conservatives | 183 | 89 | 94 | 15 | 23 | 34 | 34 | 26 | 51 | 33 | 62 | 38 | 49 | 51 | 42 | 1 | 46 | - | - | 62 | 36 | 7 |
| | 18% | 18% | 18% | 14% | 14% | 19% | 20% | 18% | 22% | 23% | 24% | 15% | 16% | 28% | 17% | 8% | 18% | - | - | 31% | 17% | 13% |
| The Liberal Democrat | 35 | 18 | 17 | 5 | 7 | 5 | 9 | 5 | 5 | 4 | 7 | 12 | 11 | 8 | 9 | 2 | 7 | - | - | 5 | 6 | 3 |
| | 4% | 4% | 3% | 4% | 4% | 3% | 5% | 3% | 2% | 3% | 3% | 5% | 4% | 4% | 4% | 12% | 3% | - | - | 3% | 3% | 6% |
| None of them | 538 | 256 | 282 | 61 | 87 | 102 | 89 | 78 | 120 | 61 | 125 | 143 | 186 | 92 | 122 | 11 | 125 | 8 | 3 | 87 | 98 | 25 |
| | 54% | 52% | 55% | 55% | 55% | 57% | 52% | 56% | 50% | 44% | 48% | 57% | 59% | 49% | 49% | 70% | 50% | 51% | 46% | 44% | 46% | 46% |
| Don't know | 16 | 5 | 11 | 2 | 1 | 4 | 6 | 1 | 2 | 3 | 7 | 2 | 3 | * | 2 | 1 | 2 | - | - | * | 2 | 2 |
| | 2% | 1% | 2% | 1% | 1% | 2% | 3% | 1% | 1% | 2% | 3% | 1% | 1% | * | 1% | 4% | 1% | - | - | * | 1% | 4% |

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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 | 1001 | 478 | 523 | 58 | 151 | 154 | 182 | 161 | 294 | 266 | 187 | 156 | 357 | 188 | 253 | 16 | 237 | 18 | 7 | 221 | 251 | 47 |
| Weighted base | 1001 | 491 | 510 | 111 | 158 | 181 | 172 | 140 | 238 | 139 | 260 | 252 | 314 | 185 | 249 | 16 | 251 | 16 | 7 | 200 | 212 | 54 |
| A Labour government | 364 | 155 | 209 | 48 | 74 | 64 | 61 | 51 | 66 | 42 | 86 | 82 | 147 | 3 | 199 | 4 | 71 | 8 | 2 | 14 | 147 | 10 |
| | 36% | 32% | 41% | 43% | 47% | 35% | 35% | 36% | 28% | 30% | 33% | 32% | 47% | 2% | 80% | 26% | 28% | 49% | 31% | 7% | 70% | 18% |
| A Conservative government | 274 | 157 | 117 | 25 | 27 | 50 | 43 | 46 | 82 | 49 | 83 | 73 | 64 | 142 | 7 | - | 74 | - | 2 | 130 | 21 | 6 |
| | 27% | 32% | 23% | 22% | 17% | 28% | 25% | 33% | 35% | 35% | 32% | 29% | 20% | 77% | 3% | - | 29% | - | 27% | 65% | 10% | 11% |
| A coalition between Labour and the Liberal Democrats | 87 | 39 | 49 | 10 | 17 | 13 | 27 | 12 | 8 | 13 | 23 | 18 | 29 | 4 | 36 | 7 | 15 | 5 | 1 | 9 | 14 | 15 |
| | 9% | 8% | 10% | 9% | 11% | 7% | 16% | 9% | 3% | 9% | 9% | 7% | 9% | 2% | 15% | 42% | 6% | 30% | 11% | 4% | 7% | 28% |
| A coalition between the Conservatives and the Liberal Democrats | 83 | 47 | 35 | 9 | 17 | 14 | 18 | 7 | 17 | 17 | 24 | 21 | 17 | 34 | 1 | 5 | 26 | 2 | - | 28 | 8 | 13 |
| | 8% | 10% | 7% | 8% | 11% | 8% | 10% | 5% | 7% | 12% | 9% | 8% | 5% | 18% | 1% | 32% | 10% | 10% | - | 14% | 4% | 25% |
| Don't know | 193 | 93 | 100 | 19 | 23 | 40 | 23 | 24 | 64 | 19 | 43 | 57 | 57 | 2 | 6 | - | 66 | 2 | 2 | 19 | 21 | 10 |
| | 19% | 19% | 20% | 17% | 15% | 22% | 14% | 17% | 27% | 14% | 17% | 23% | 18% | 1% | 2% | - | 26% | 10% | 31% | 9% | 10% | 19% |

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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 | 478 48% | 491 49% |
| Female | 523 52% | 510 51% |

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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 | 58 6% | 111 11% |
| 25-34 | 151 15% | 158 16% |
| 35-44 | 154 15% | 181 18% |
| 45-54 | 182 18% | 172 17% |
| 55-64 | 161 16% | 140 14% |
| 65 or older | 294 29% | 238 24% |
| Refused | 1 * | 1 * |

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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 | 61 6% | 33 3% |
| B | 205 20% | 107 11% |
| C1 | 187 19% | 260 26% |
| C2 | 156 16% | 252 25% |
| D | 135 13% | 128 13% |
| E | 222 22% | 186 19% |
| Refused | 35 3% | 35 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 | 221 22% | 200 20% |
| Labour | 251 25% | 212 21% |
| Liberal Democrats | 47 5% | 54 5% |
| Another party | 64 6% | 73 7% |
| Did not vote | 331 33% | 377 38% |
| Refused | 33 3% | 30 3% |
| Don't know | 54 5% | 55 5% |