

North East Cambridgeshire Poll

CATI Fieldwork : 26th January - 5th February 2015

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	470	530	67	113	141	185	180	311	307	190	219	249	272	128	38	189	34	10	317	111	98	
Weighted base	1000	492	508	96	145	169	174	166	247	137	258	265	305	248	125	41	197	29	10	273	96	101	
Certain to vote	(10)	493	247	247	20	42	73	88	103	167	84	128	124	143	157	71	23	108	20	6	206	71	60
		49%	50%	49%	21%	29%	43%	50%	62%	67%	61%	50%	47%	47%	63%	57%	55%	55%	69%	61%	76%	74%	59%
	(9)	48	25	23	7	13	6	2	9	10	8	16	11	11	17	6	2	11	1	1	12	2	5
		5%	5%	5%	8%	9%	4%	1%	6%	4%	6%	6%	4%	4%	7%	5%	4%	5%	3%	14%	4%	2%	5%
	(8)	99	43	56	10	14	30	18	11	16	13	28	24	30	33	15	6	17	2	2	29	9	14
		10%	9%	11%	10%	9%	18%	10%	7%	6%	9%	11%	9%	10%	13%	12%	15%	8%	7%	19%	11%	9%	14%
	(7)	49	28	21	11	11	7	6	9	6	9	21	12	8	11	3	15	4	-	8	4	7	
		5%	6%	4%	11%	7%	4%	3%	4%	4%	4%	8%	4%	3%	9%	3%	8%	13%	-	3%	4%	6%	
	(6)	34	16	18	9	4	9	4	5	3	4	12	6	11	7	5	4	10	*	-	2	1	6
		3%	3%	4%	9%	3%	6%	2%	3%	1%	3%	5%	2%	4%	3%	4%	9%	5%	2%	-	1%	1%	6%
	(5)	86	38	47	9	13	16	17	9	19	9	18	24	30	17	8	3	21	2	1	9	6	6
		9%	8%	9%	10%	9%	10%	10%	5%	8%	7%	7%	9%	10%	7%	6%	8%	11%	5%	6%	3%	6%	5%
	(4)	21	7	14	4	6	2	5	2	2	1	7	6	8	4	3	-	4	-	-	3	*	2
		2%	1%	3%	4%	4%	1%	3%	1%	1%	1%	3%	2%	3%	2%	2%	-	2%	-	-	1%	*	2%
	(3)	24	12	12	6	6	1	4	4	3	2	4	4	12	1	3	1	5	*	-	1	1	-
		2%	2%	2%	6%	4%	*	2%	3%	1%	2%	2%	2%	4%	*	2%	1%	3%	1%	-	*	1%	-
	(2)	17	7	11	1	7	3	5	1	-	2	3	7	4	3	2	-	7	-	-	-	-	1
		2%	1%	2%	1%	5%	2%	3%	1%	-	2%	1%	2%	1%	1%	2%	-	3%	-	-	-	-	1%
Definitely would not vote	(1)	128	68	60	19	28	21	26	16	18	9	32	39	43	-	-	-	-	-	3	1	2	
		13%	14%	12%	20%	20%	13%	15%	9%	7%	6%	13%	15%	14%	-	-	-	-	-	1%	1%	2%	
Don't know		1	1	-	-	-	-	-	1	-	1	-	-	-	-	-	-	-	-	-	-	-	
		*	*	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	
Mean		7.46	7.46	7.45	5.96	6.19	7.41	7.22	8.16	8.50	8.33	7.59	7.23	7.19	8.87	8.51	8.59	8.24	9.02	9.19	9.28	9.08	8.63
Standard deviation		3.25	3.29	3.20	3.27	3.51	3.10	3.42	2.99	2.69	2.73	3.19	3.35	3.35	1.85	2.13	1.86	2.38	1.69	1.37	1.59	1.87	2.10
Standard error		0.10	0.15	0.14	0.40	0.33	0.26	0.25	0.22	0.15	0.16	0.23	0.23	0.21	0.11	0.19	0.30	0.17	0.29	0.43	0.09	0.18	0.21

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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	470	530	67	113	141	185	180	311	307	190	219	249	272	128	38	189	34	10	317	111	98
Weighted base	1000	492	508	96	145	169	174	166	247	137	258	265	305	248	125	41	197	29	10	273	96	101
Conservative	248 25%	123 25%	125 25%	16 17%	27 19%	42 25%	38 22%	44 26%	82 33%	42 31%	82 32%	56 21%	65 21%	248 100%	-	-	-	-	-	169 62%	3 3%	12 12%
Labour	125 12%	54 11%	71 14%	16 16%	25 17%	21 13%	17 10%	15 9%	30 12%	21 15%	32 13%	30 11%	41 13%	-	125 100%	-	-	-	-	5 2%	61 63%	10 10%
Liberal Democrat	41 4%	15 3%	26 5%	1 1%	2 1%	6 4%	11 6%	9 5%	13 5%	4 3%	11 4%	11 4%	12 4%	-	-	41 100%	-	-	-	4 1%	-	25 24%
The UK Independence Party (UKIP)	197 20%	107 22%	90 18%	22 23%	31 21%	38 22%	32 19%	37 22%	36 14%	24 18%	45 17%	66 25%	58 19%	-	-	-	197 100%	-	-	46 17%	18 19%	18 17%
The Green Party	29 3%	16 3%	13 2%	5 5%	4 3%	6 4%	4 2%	6 4%	3 1%	9 6%	1 1%	8 3%	6 2%	-	-	-	-	29 100%	-	1 *	2 3%	6 6%
The British National Party (BNP)	2 *	-	2 *	1 1%	-	-	1 1%	-	1 *	1 *	1 *	1 *	-	-	-	-	-	-	2 25%	-	-	-
Some other party	7 1%	3 1%	4 1%	-	-	5 3%	* *	1 1%	1 *	2 1%	3 1%	-	3 1%	-	-	-	-	-	7 75%	3 1%	-	2 2%
Would not vote	128 13%	68 14%	60 12%	19 20%	28 20%	21 13%	26 15%	16 9%	18 7%	9 6%	32 13%	39 15%	43 14%	-	-	-	-	-	-	3 1%	1 1%	2 2%
Refused	73 7%	42 9%	30 6%	-	6 4%	6 4%	16 9%	14 8%	28 11%	9 6%	15 6%	18 7%	24 8%	-	-	-	-	-	-	10 4%	2 2%	8 8%
Don't know	150 15%	64 13%	86 17%	17 18%	21 14%	23 14%	29 17%	23 14%	37 15%	18 13%	35 14%	36 14%	53 17%	-	-	-	-	-	-	33 12%	8 9%	19 19%

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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	486	236	250	26	47	68	83	99	163	173	98	101	105	207	91	26	128	26	8	218	76	54
Weighted base	454	226	228	33	54	79	73	89	125	77	128	117	124	183	86	28	128	22	8	185	66	54
Conservative	183	92	91	9	18	30	27	36	63	34	61	40	47	183	-	-	-	-	-	136	2	9
	40%	41%	40%	27%	33%	38%	37%	41%	51%	44%	48%	35%	38%	100%	-	-	-	-	-	74%	4%	17%
Labour	86	35	50	11	15	15	11	12	21	16	22	20	27	-	86	-	-	-	-	4	46	9
	19%	16%	22%	32%	29%	18%	16%	14%	17%	20%	17%	18%	22%	-	100%	-	-	-	-	2%	70%	17%
Liberal Democrat	28	12	16	*	1	4	7	7	9	3	9	8	6	-	-	28	-	-	-	3	-	18
	6%	5%	7%	1%	2%	5%	9%	8%	7%	3%	7%	7%	5%	-	-	100%	-	-	-	2%	-	33%
The UK Independence Party (UKIP)	128	72	56	11	16	22	24	27	27	17	32	40	36	-	-	-	128	-	-	38	15	12
	28%	32%	24%	32%	31%	28%	33%	30%	22%	22%	25%	35%	29%	-	-	-	100%	-	-	21%	23%	23%
The Green Party	22	12	10	3	3	5	3	5	3	7	1	6	5	-	-	-	-	22	-	1	2	4
	5%	5%	4%	9%	6%	6%	4%	6%	2%	9%	1%	6%	4%	-	-	-	-	100%	-	1%	3%	8%
The British National Party (BNP)	2	-	2	*	-	-	1	-	1	*	1	1	-	-	-	-	-	-	2	-	-	-
	*	-	1%	*	-	-	1%	-	1%	*	1%	1%	-	-	-	-	-	-	22%	-	-	-
Some other party	6	2	3	-	-	4	*	1	1	1	2	-	3	-	-	-	-	-	6	3	-	1
	1%	1%	2%	-	-	5%	1%	1%	1%	2%	2%	-	2%	-	-	-	-	-	78%	2%	-	2%

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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	41%
Labour	19%
Liberal Democrat	7%
UKIP	27%
Green	5%
Other	2%

North East Cambridgeshire Poll

CATI Fieldwork : 26th January - 5th February 2015

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	470	530	67	113	141	185	180	311	307	190	219	249	272	128	38	189	34	10	317	111	98
Weighted base	1000	492	508	96	145	169	174	166	247	137	258	265	305	248	125	41	197	29	10	273	96	101
Conservative	293	147	146	22	32	46	43	51	99	50	90	69	77	232	7	3	20	-	1	188	4	17
	29%	30%	29%	23%	22%	27%	25%	31%	40%	36%	35%	26%	25%	93%	6%	8%	10%	-	14%	69%	4%	17%
Labour	118	58	60	15	23	20	15	14	30	20	31	27	38	-	102	1	3	1	-	5	57	10
	12%	12%	12%	15%	16%	12%	9%	8%	12%	15%	12%	10%	12%	-	82%	2%	1%	4%	-	2%	59%	10%
Liberal Democrat	48	19	29	1	4	6	11	11	14	9	13	11	14	4	6	35	-	*	-	5	5	26
	5%	4%	6%	1%	3%	4%	6%	7%	6%	6%	5%	4%	5%	2%	5%	85%	-	1%	-	2%	5%	25%
The UK Independence Party (UKIP)	178	90	88	18	24	38	34	34	30	23	45	60	50	4	3	-	156	-	3	39	18	17
	18%	18%	17%	19%	17%	22%	19%	21%	12%	16%	17%	23%	16%	2%	2%	-	79%	-	36%	14%	19%	17%
The Green Party	29	18	12	4	6	5	3	8	4	6	5	7	7	-	-	-	1	25	-	*	2	7
	3%	4%	2%	4%	4%	3%	2%	5%	2%	5%	2%	3%	2%	-	-	-	1%	87%	-	*	2%	7%
The British National Party (BNP)	1	-	1	1	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-	-
	*	-	*	1%	-	-	-	-	-	*	-	-	-	-	-	-	-	-	6%	-	-	-
Some other party	9	3	6	-	2	5	-	1	1	1	-	3	5	1	*	-	1	-	2	1	-	*
	1%	1%	1%	-	1%	3%	-	1%	1%	1%	-	1%	2%	1%	*	-	1%	-	23%	*	-	*
Would not vote	128	68	60	19	28	21	26	16	18	9	32	39	43	-	-	-	-	-	-	3	1	2
	13%	14%	12%	20%	20%	13%	15%	9%	7%	6%	13%	15%	14%	-	-	-	-	-	-	1%	1%	2%
Refused	45	24	20	-	2	5	8	10	18	5	8	11	16	-	-	-	-	-	-	4	-	-
	4%	5%	4%	-	1%	3%	5%	6%	7%	3%	3%	4%	5%	-	-	-	-	-	-	2%	-	-
Don't know	151	64	87	17	23	22	35	21	33	15	34	40	54	7	5	2	15	2	2	28	9	21
	15%	13%	17%	17%	16%	13%	20%	13%	13%	11%	13%	15%	18%	3%	4%	5%	8%	8%	22%	10%	10%	21%

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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	509	249	260	26	48	70	87	102	176	182	103	103	109	202	87	26	123	24	6	229	77	60
Weighted base	471	237	234	33	55	81	76	91	135	81	134	118	127	179	82	28	122	20	6	193	67	59
Conservative	211	105	106	10	20	32	29	41	77	38	68	46	54	172	5	3	12	-	1	152	3	13
	45%	44%	45%	32%	37%	40%	38%	45%	58%	47%	51%	39%	43%	96%	6%	10%	10%	-	21%	79%	5%	22%
Labour	80	38	42	9	14	14	10	10	23	15	21	17	26	-	70	1	2	1	-	4	45	9
	17%	16%	18%	26%	26%	17%	13%	11%	17%	18%	16%	15%	20%	-	86%	2%	2%	5%	-	2%	67%	15%
Liberal Democrat	32	14	19	1	2	4	8	9	8	7	9	8	7	3	3	24	-	*	-	4	2	19
	7%	6%	8%	3%	4%	5%	11%	9%	6%	8%	7%	7%	5%	1%	4%	88%	-	2%	-	2%	4%	32%
The UK Independence Party (UKIP)	122	67	55	11	14	23	26	26	22	16	33	39	33	4	2	-	107	-	3	32	15	13
	26%	28%	23%	33%	25%	28%	34%	28%	17%	20%	24%	33%	26%	2%	3%	-	88%	-	44%	17%	23%	22%
The Green Party	21	12	9	2	4	4	2	6	3	5	3	6	5	-	-	-	*	19	-	*	2	5
	4%	5%	4%	7%	8%	5%	3%	6%	2%	6%	2%	5%	4%	-	-	-	*	93%	-	*	2%	9%
The British National Party (BNP)	*	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	*	-	-	-
	*	-	*	*	-	-	-	-	-	*	-	-	-	-	-	-	-	-	1%	-	-	-
Some other party	5	1	4	-	*	3	-	*	1	1	-	1	3	1	*	-	*	-	2	1	-	*
	1%	*	2%	-	*	4%	-	*	1%	1%	-	1%	2%	1%	*	-	*	-	34%	1%	-	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	46%
Labour	17%
Liberal Democrat	7%
UKIP	25%
Green	4%
Other	1%

North East Cambridgeshire 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	470	530	67	113	141	185	180	311	307	190	219	249	272	128	38	189	34	10	317	111	98
Weighted base	1000	492	508	96	145	169	174	166	247	137	258	265	305	248	125	41	197	29	10	273	96	101
I would not vote Liberal Democrat	593 59%	315 64%	278 55%	52 54%	83 57%	95 56%	107 61%	102 62%	155 63%	87 63%	160 62%	160 60%	169 55%	178 72%	73 58%	-	152 77%	16 57%	6 67%	204 75%	65 67%	25 24%
I would not vote Labour	575 58%	297 60%	278 55%	52 54%	75 52%	90 53%	107 62%	107 65%	142 57%	74 54%	151 58%	162 61%	169 55%	202 81%	-	21 52%	159 81%	18 62%	7 72%	214 78%	18 19%	49 48%
I would not vote UKIP	500 50%	240 49%	260 51%	54 56%	68 47%	75 44%	83 48%	75 45%	145 58%	83 60%	137 53%	123 46%	143 47%	174 70%	97 78%	35 86%	-	28 98%	3 34%	150 55%	61 64%	66 65%
I would not vote Conservative	413 41%	211 43%	203 40%	48 49%	71 49%	71 42%	79 45%	63 38%	82 33%	51 37%	98 38%	111 42%	139 46%	-	75 60%	24 60%	130 66%	25 86%	5 53%	30 11%	67 70%	63 62%
None of these - I would potentially vote for all of them	117 12%	58 12%	59 12%	8 8%	21 15%	22 13%	23 13%	18 11%	24 10%	8 6%	34 13%	29 11%	37 12%	16 7%	12 9%	3 6%	13 6%	-	2 19%	15 6%	7 7%	7 6%
Don't know	16 2%	5 1%	11 2%	-	1 1%	4 2%	3 2%	4 3%	4 1%	1 1%	3 1%	6 2%	5 2%	-	-	-	1 1%	-	-	2 1%	-	-

North East Cambridgeshire Poll

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Absolutes/col percents

Table 9

Q.6 Thinking about Britain's economy - including things like jobs, wages, prices, taxes and interest rates - how do you think the British economy will fare over the next year for the country as a whole?

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	470	530	67	113	141	185	180	311	307	190	219	249	272	128	38	189	34	10	317	111	98	
Weighted base	1000	492	508	96	145	169	174	166	247	137	258	265	305	248	125	41	197	29	10	273	96	101	
NET: Well	587	331	256	50	89	99	94	97	155	96	162	156	156	208	75	24	90	15	5	208	45	57	
	59%	67%	50%	52%	61%	59%	54%	58%	63%	70%	63%	59%	51%	84%	60%	60%	46%	53%	47%	76%	47%	56%	
Very well	(4)	46	28	18	4	4	5	9	6	18	6	5	13	18	5	2	4	2	-	18	6	1	
		5%	6%	4%	4%	3%	3%	5%	3%	7%	4%	2%	5%	6%	7%	4%	5%	2%	5%	-	7%	6%	1%
Quite well	(3)	541	303	238	47	85	94	85	91	137	90	156	143	139	190	70	22	86	14	5	190	40	56
		54%	62%	47%	49%	59%	56%	49%	55%	55%	66%	61%	54%	45%	77%	56%	55%	44%	47%	47%	69%	41%	55%
Quite badly	(2)	281	105	176	34	43	50	58	45	52	32	70	78	90	27	41	11	76	10	2	46	40	27
		28%	21%	35%	35%	30%	29%	33%	27%	21%	23%	27%	29%	29%	11%	33%	28%	38%	36%	20%	17%	41%	27%
Very badly	(1)	79	38	40	7	11	10	17	15	18	6	16	21	32	2	5	4	23	2	2	6	7	15
		8%	8%	8%	8%	8%	6%	10%	9%	7%	4%	6%	8%	11%	1%	4%	9%	12%	7%	16%	2%	7%	14%
NET: Badly		360	143	217	41	54	60	74	60	70	38	86	99	122	29	46	15	99	12	4	52	47	42
		36%	29%	43%	43%	37%	36%	43%	37%	28%	27%	33%	37%	40%	12%	37%	37%	50%	43%	36%	19%	49%	41%
Don't know		54	18	36	5	2	10	6	8	22	4	10	10	27	11	4	1	8	1	2	13	4	3
		5%	4%	7%	5%	2%	6%	4%	5%	9%	3%	4%	4%	9%	5%	3%	3%	4%	5%	17%	5%	4%	3%
Mean		2.59	2.68	2.49	2.51	2.57	2.59	2.51	2.55	2.69	2.71	2.61	2.58	2.51	2.94	2.62	2.57	2.38	2.54	2.37	2.85	2.48	2.43
Standard deviation		0.71	0.71	0.71	0.70	0.67	0.66	0.74	0.72	0.73	0.62	0.64	0.72	0.78	0.47	0.64	0.74	0.72	0.72	0.84	0.56	0.73	0.75
Standard error		0.02	0.03	0.03	0.09	0.06	0.06	0.06	0.05	0.04	0.04	0.05	0.05	0.05	0.03	0.06	0.12	0.05	0.13	0.28	0.03	0.07	0.08

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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	470	530	67	113	141	185	180	311	307	190	219	249	272	128	38	189	34	10	317	111	98	
Weighted base	1000	492	508	96	145	169	174	166	247	137	258	265	305	248	125	41	197	29	10	273	96	101	
NET: Well	664	349	314	66	104	110	108	104	170	106	179	173	181	213	91	26	111	18	6	221	57	66	
	66%	71%	62%	69%	72%	65%	62%	63%	69%	77%	70%	65%	59%	86%	73%	64%	56%	62%	61%	81%	59%	65%	
Very well	(4)	59	40	19	8	11	3	10	6	20	7	7	17	23	19	8	1	11	2	-	25	5	1
	6%	8%	4%	8%	8%	2%	6%	4%	8%	5%	3%	6%	8%	8%	7%	2%	6%	7%	-	9%	6%	1%	
Quite well	(3)	605	309	296	59	93	107	98	97	151	99	172	156	158	194	82	25	100	16	6	196	51	65
	60%	63%	58%	61%	64%	63%	56%	59%	61%	72%	67%	59%	52%	78%	66%	62%	51%	55%	61%	72%	53%	64%	
Quite badly	(2)	221	83	138	24	26	40	48	37	46	23	56	68	72	26	25	10	55	6	-	33	30	25
	22%	17%	27%	25%	18%	24%	28%	22%	18%	17%	22%	26%	24%	10%	20%	24%	28%	22%	-	12%	31%	24%	
Very badly	(1)	67	34	33	4	11	11	16	15	5	12	15	33	2	6	2	21	2	4	6	6	7	
	7%	7%	7%	4%	7%	6%	6%	10%	6%	4%	5%	6%	11%	1%	5%	5%	10%	7%	39%	2%	6%	7%	
NET: Badly	288	117	171	28	36	51	59	53	61	28	68	84	105	28	31	12	76	8	4	39	36	32	
	29%	24%	34%	29%	25%	30%	34%	32%	25%	21%	26%	32%	34%	11%	25%	29%	38%	29%	39%	14%	37%	31%	
Don't know	48	25	23	2	4	8	7	9	16	3	10	9	19	7	3	3	10	3	-	13	4	4	
	5%	5%	5%	2%	3%	5%	4%	5%	6%	2%	4%	3%	6%	3%	2%	7%	5%	9%	-	5%	4%	4%	
Mean	2.69	2.76	2.62	2.74	2.75	2.64	2.64	2.60	2.76	2.80	2.71	2.68	2.60	2.95	2.77	2.66	2.54	2.69	2.22	2.92	2.61	2.61	
Standard deviation	0.69	0.71	0.67	0.67	0.71	0.64	0.69	0.73	0.70	0.59	0.60	0.69	0.80	0.47	0.64	0.62	0.77	0.73	1.03	0.56	0.70	0.63	
Standard error	0.02	0.03	0.03	0.08	0.07	0.05	0.05	0.06	0.04	0.03	0.04	0.05	0.05	0.03	0.06	0.11	0.06	0.13	0.33	0.03	0.07	0.07	

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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	470	530	67	113	141	185	180	311	307	190	219	249	272	128	38	189	34	10	317	111	98
Weighted base	1000	492	508	96	145	169	174	166	247	137	258	265	305	248	125	41	197	29	10	273	96	101
I am satisfied with the job David Cameron is doing overall as Prime Minister	363 36%	199 40%	164 32%	32 33%	52 36%	72 43%	51 29%	53 32%	101 41%	54 39%	101 39%	95 36%	107 35%	184 74%	25 20%	15 37%	34 17%	8 27%	2 24%	160 59%	16 17%	26 26%
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	322 32%	146 30%	176 35%	35 36%	48 33%	50 30%	68 39%	57 35%	64 26%	47 34%	80 31%	103 39%	86 28%	57 23%	16 13%	17 42%	111 56%	5 18%	4 43%	92 34%	18 19%	38 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.	168 17%	75 15%	93 18%	19 20%	29 20%	26 15%	31 18%	24 14%	40 16%	25 18%	45 17%	38 14%	56 18%	5 2%	77 62%	5 13%	25 13%	14 47%	3 27%	11 4%	55 57%	26 26%
Refused	44 4%	22 5%	21 4%	4 4%	1 1%	4 2%	12 7%	11 7%	11 5%	5 3%	11 4%	10 4%	14 5%	- -	- -	- -	8 4%	1 4%	1 6%	- -	1 1%	3 2%
Don't know	103 10%	49 10%	54 11%	6 6%	15 10%	17 10%	13 7%	20 12%	31 13%	8 6%	20 8%	20 8%	41 14%	3 1%	6 5%	3 7%	19 10%	1 4%	- -	9 3%	6 6%	9 8%

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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	470	530	67	113	141	185	180	311	307	190	219	249	272	128	38	189	34	10	317	111	98
Weighted base	1000	492	508	96	145	169	174	166	247	137	258	265	305	248	125	41	197	29	10	273	96	101
The Conservatives	73 7%	41 8%	33 6%	6 7%	5 4%	15 9%	14 8%	13 8%	19 8%	10 7%	24 9%	19 7%	19 6%	23 9%	8 7%	2 6%	21 11%	5 18%	1 8%	23 9%	11 12%	10 9%
The UK Independence Party (UKIP)	42 4%	24 5%	17 3%	8 8%	3 2%	8 5%	5 3%	10 6%	7 3%	5 4%	11 4%	12 4%	12 4%	6 2%	3 2%	2 5%	24 12%	1 4%	-	9 3%	6 6%	3 3%
Labour	30 3%	13 3%	17 3%	1 1%	7 5%	6 4%	8 4%	4 2%	5 2%	3 2%	9 3%	5 2%	11 4%	4 1%	6 5%	4 9%	11 5%	-	-	7 3%	7 8%	4 4%
The Liberal Democrat	20 2%	9 2%	11 2%	2 3%	1 1%	2 1%	5 3%	4 3%	5 2%	4 3%	9 4%	2 1%	5 2%	2 1%	4 3%	4 11%	5 3%	-	-	2 1%	3 3%	3 3%
None of them	876 88%	423 86%	453 89%	79 82%	133 92%	148 88%	154 88%	142 86%	218 88%	120 88%	222 86%	228 86%	275 90%	219 88%	108 87%	34 82%	153 78%	22 78%	9 92%	238 87%	76 79%	83 82%
Don't know	3 *	2 *	1 *	2 2%	1 1%	-	-	-	-	-	-	3 1%	-	-	-	-	1 1%	-	-	-	-	-

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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	470	530	67	113	141	185	180	311	307	190	219	249	272	128	38	189	34	10	317	111	98
Weighted base	1000	492	508	96	145	169	174	166	247	137	258	265	305	248	125	41	197	29	10	273	96	101
A Conservative government	340 34%	172 35%	167 33%	24 25%	40 28%	55 33%	55 32%	66 40%	99 40%	55 40%	107 42%	80 30%	90 30%	205 83%	3 2%	3 7%	60 31%	2 7%	2 25%	203 74%	7 8%	9 9%
A Labour government	196 20%	88 18%	108 21%	25 26%	35 24%	38 22%	34 20%	19 12%	45 18%	26 19%	52 20%	51 19%	63 21%	2 1%	102 82%	- -	32 16%	12 41%	2 19%	11 4%	68 70%	15 15%
A coalition between the Conservatives and the Liberal Democrats	150 15%	75 15%	75 15%	12 12%	22 15%	21 12%	38 22%	26 16%	31 13%	22 16%	34 13%	49 18%	42 14%	38 15%	2 1%	23 56%	35 18%	4 13%	2 22%	33 12%	2 2%	36 36%
A coalition between Labour and the Liberal Democrats	80 8%	38 8%	42 8%	12 12%	13 9%	18 11%	13 7%	9 5%	15 6%	17 12%	17 7%	23 9%	21 7%	- -	16 13%	11 26%	18 9%	10 34%	- -	3 1%	12 12%	24 23%
Don't know	234 23%	119 24%	115 23%	24 24%	34 24%	37 22%	34 20%	45 27%	57 23%	18 13%	47 18%	63 24%	88 29%	3 1%	2 2%	4 11%	52 27%	1 4%	3 33%	23 8%	8 8%	17 16%

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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	470 47%	492 49%
Female	530 53%	508 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	1000	1000
Weighted base	1000	1000
18-24	67 7%	96 10%
25-34	113 11%	145 14%
35-44	141 14%	169 17%
45-54	185 19%	174 17%
55-64	180 18%	166 17%
65 or older	311 31%	247 25%
Refused	3 *	3 *

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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	85 9%	38 4%
B	222 22%	100 10%
C1	190 19%	258 26%
C2	219 22%	265 27%
D	104 10%	148 15%
E	145 15%	157 16%
Refused	35 4%	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	1000	1000
Weighted base	1000	1000
Conservative	317 32%	273 27%
Labour	111 11%	96 10%
Liberal Democrats	98 10%	101 10%
Another party	62 6%	57 6%
Did not vote	313 31%	379 38%
Refused	57 6%	53 5%
Don't know	42 4%	41 4%