

Thanet South Poll
 CATI Fieldwork : 23rd -24th November 2014

Table 1
Q1. 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 – on a scale of 0-10, where 0 means you definitely would not vote, and 10 means you are certain to vote.
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
10 - certain to vote	641	303	338	20	68	68	141	114	230	129	202	138	172	259	154	63	45	162	120	8	168	22
	64%	64%	64%	24%	44%	57%	71%	71%	80%	68%	68%	60%	60%	81%	74%	67%	21%	84%	73%	58%	75%	72%
9	47	24	23	2	6	8	9	10	12	8	10	16	13	14	9	11	9	10	10	2	11	-
	5%	5%	4%	3%	4%	6%	5%	6%	4%	4%	3%	7%	5%	4%	4%	11%	4%	5%	6%	16%	5%	-
8	81	41	40	11	19	14	13	14	10	13	25	20	23	20	21	7	25	11	17	1	16	*
	8%	9%	8%	14%	12%	11%	7%	9%	4%	7%	8%	9%	8%	6%	10%	7%	12%	6%	10%	9%	7%	1%
7	33	18	15	11	7	3	7	4	1	7	6	11	9	9	7	10	6	4	5	2	7	2
	3%	4%	3%	13%	4%	2%	3%	3%	*	3%	2%	5%	3%	3%	3%	11%	3%	2%	3%	11%	3%	7%
6	15	4	11	-	6	4	2	1	2	1	4	5	4	2	3	-	7	2	1	1	6	1
	1%	1%	2%	-	4%	3%	1%	1%	1%	1%	2%	2%	1%	1%	2%	-	3%	1%	1%	6%	3%	4%
5	56	20	36	5	11	12	9	7	11	13	15	12	15	7	6	2	26	3	6	-	9	1
	6%	4%	7%	6%	7%	10%	5%	4%	4%	7%	5%	5%	5%	2%	3%	2%	12%	2%	4%	-	4%	2%
4	10	4	6	5	-	2	3	1	*	*	6	2	2	-	-	1	8	-	3	-	1	-
	1%	1%	1%	6%	-	1%	1%	*	*	*	2%	1%	1%	-	-	1%	4%	-	2%	-	*	-
3	14	6	7	4	5	1	-	2	2	3	3	2	6	2	3	-	9	-	2	-	3	3
	1%	1%	1%	5%	3%	1%	-	1%	1%	2%	1%	1%	2%	1%	1%	-	4%	-	1%	-	1%	10%
2	6	3	2	2	1	1	-	-	1	2	1	2	-	-	-	-	4	-	*	-	1	-
	1%	1%	*	3%	1%	1%	-	-	1%	1%	*	1%	-	-	-	-	2%	-	*	-	*	-
1	10	7	3	2	6	1	2	-	-	2	3	2	3	-	-	-	9	-	1	-	2	1
	1%	1%	1%	2%	4%	1%	1%	-	-	1%	1%	1%	1%	-	-	-	4%	-	1%	-	1%	3%
0 - definitely would not vote	88	44	44	20	26	8	12	8	14	11	23	18	36	6	3	1	63	-	-	-	-	-
	9%	9%	8%	24%	17%	7%	6%	5%	5%	6%	8%	8%	13%	2%	2%	1%	30%	-	-	-	-	-
(Refused)	2	-	2	-	-	-	-	-	2	*	*	-	2	-	2	-	1	-	-	-	-	-
	*	-	*	-	-	-	-	-	1%	*	*	-	1%	-	1%	-	*	-	-	-	-	-
Mean	8.18	8.16	8.20	5.47	6.78	8.08	8.66	8.87	9.04	8.47	8.35	8.18	7.82	9.36	9.16	9.18	4.84	9.65	9.18	9.07	9.18	8.50
Std. Dev.	3.17	3.23	3.11	3.89	3.85	2.96	2.76	2.46	2.49	2.89	3.05	3.07	3.51	1.77	1.87	1.54	3.99	0.95	1.72	1.34	1.74	2.71
Std. Err.	0.10	0.15	0.14	0.56	0.42	0.31	0.22	0.17	0.13	0.19	0.15	0.21	0.29	0.10	0.13	0.19	0.28	0.07	0.14	0.42	0.11	0.50

Lord Ashcroft

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Table 2
Q2. Weighted by normal weightings
Q2. If there was a general election tomorrow, which party would you vote for?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	920	446	474	39	70	85	148	204	374	210	379	205	126	316	206	66	148	197	162	10	238	29
Weighted Total	913	430	482	62	128	112	186	153	271	178	275	210	248	314	205	93	147	192	164	14	224	30
Conservative	192	98	94	3	22	27	37	32	72	60	62	28	43	168	2	9	7	192	-	-	-	-
	21%	23%	20%	5%	17%	24%	20%	21%	27%	33%	22%	13%	17%	54%	1%	10%	4%	100%	-	-	-	-
Labour	164	84	81	19	21	23	34	27	40	25	51	35	53	4	112	13	25	-	164	-	-	-
	18%	19%	17%	30%	16%	20%	18%	18%	15%	14%	19%	16%	22%	1%	54%	14%	17%	-	100%	-	-	-
Liberal Democrat	14	5	9	-	2	2	6	2	2	3	5	4	2	1	-	12	1	-	-	14	-	-
	2%	1%	2%	-	2%	2%	3%	1%	1%	2%	2%	2%	1%	*	-	13%	1%	-	-	100%	-	-
The UK Independence Party (UKIP)	224	120	103	10	33	20	57	36	68	32	64	56	71	74	39	19	40	-	-	-	224	-
	25%	28%	21%	15%	26%	18%	31%	24%	25%	18%	23%	27%	29%	24%	19%	20%	27%	-	-	-	100%	-
The Green Party	24	6	18	6	5	3	1	6	2	5	7	5	7	5	3	3	10	-	-	-	-	24
	3%	1%	4%	10%	4%	3%	1%	4%	1%	3%	2%	3%	3%	1%	2%	3%	7%	-	-	-	-	80%
The British National Party (BNP)	1	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	1
	*	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	2%
Some other party	5	3	2	-	3	-	1	1	1	*	1	4	-	1	-	-	3	-	-	-	-	5
	1%	1%	*	-	2%	-	1%	*	*	*	1%	2%	-	*	-	-	2%	-	-	-	-	18%
(Don't know)	231	96	135	24	38	28	37	36	67	38	70	65	58	53	47	38	58	-	-	-	-	-
	25%	22%	28%	39%	30%	25%	20%	24%	25%	21%	25%	31%	23%	17%	23%	40%	39%	-	-	-	-	-
(Refused)	57	17	39	-	4	9	13	13	18	14	15	14	14	7	2	-	4	-	-	-	-	-
	6%	4%	8%	-	3%	8%	7%	8%	7%	8%	5%	7%	6%	2%	1%	-	3%	-	-	-	-	-

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Table 3
Q2. Weighted by normal weightings and likelihood to vote
Q2. If there was a general election tomorrow, which party would you vote for?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	920	446	474	39	70	85	148	204	374	210	379	205	126	316	206	66	148	197	162	10	238	29
Weighted Total	920	435	485	50	117	109	193	160	290	180	280	210	250	337	215	97	114	208	170	15	231	29
Conservative	208 23%	106 24%	102 21%	3 7%	24 20%	29 27%	39 20%	34 21%	79 27%	64 36%	66 24%	30 14%	48 19%	183 54%	2 1%	10 11%	6 5%	208 100%	-	-	-	-
Labour	170 18%	84 19%	85 18%	17 33%	20 17%	23 21%	36 19%	30 18%	43 15%	25 14%	52 19%	35 17%	57 23%	3 1%	122 57%	12 13%	22 19%	-	170 100%	-	-	-
Liberal Democrat	15 2%	5 1%	9 2%	-	2 2%	2 2%	6 3%	2 1%	2 1%	2 1%	6 2%	4 2%	2 1%	1 *	-	13 13%	1 1%	-	-	15 100%	-	-
The UK Independence Party (UKIP)	231 25%	128 29%	103 21%	7 14%	31 27%	20 19%	60 31%	40 25%	73 25%	34 19%	68 24%	55 26%	74 30%	82 24%	40 19%	20 21%	34 30%	-	-	-	231 100%	
The Green Party	24 3%	6 1%	18 4%	6 11%	5 5%	3 3%	1 1%	5 3%	3 1%	5 3%	6 2%	6 3%	7 3%	5 2%	3 1%	3 3%	9 8%	-	-	-	-	24 83%
The British National Party (BNP)	*	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	*
Some other party	4 *	2 1%	2 *	-	1 1%	-	2 1%	1 *	1 *	* *	1 *	3 1%	-	2 *	-	-	2 1%	-	-	-	-	4 15%
(Don't know)	207 23%	84 19%	123 25%	18 35%	28 24%	23 21%	34 18%	35 22%	70 24%	33 18%	64 23%	62 29%	49 20%	53 16%	46 21%	38 40%	37 32%	-	-	-	-	
(Refused)	60 7%	19 4%	41 9%	-	5 4%	8 7%	14 7%	14 8%	20 7%	15 9%	17 6%	15 7%	14 5%	7 2%	2 1%	-	4 4%	-	-	-	-	

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Table 4
Q2. Weighted by normal weightings, likelihood to vote and with undecided / refused removed
Q2. If there was a general election tomorrow, which party would you vote for?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	636	326	310	22	46	56	107	141	264	145	269	133	89	257	157	39	89	197	162	10	238	29
Weighted Total	652	332	320	33	84	78	145	112	200	132	200	134	187	277	166	59	74	208	170	15	231	29
Conservative	208	106	102	3	24	29	39	34	79	64	66	30	48	183	2	10	6	208	-	-	-	-
	32%	32%	32%	10%	28%	37%	27%	30%	39%	49%	33%	23%	25%	66%	1%	18%	9%	100%	-	-	-	-
Labour	170	84	85	17	20	23	36	30	43	25	52	35	57	3	122	12	22	-	170	-	-	-
	26%	25%	27%	51%	24%	30%	25%	26%	22%	19%	26%	26%	30%	1%	73%	21%	30%	-	100%	-	-	-
Liberal Democrat	15	5	9	-	2	2	6	2	2	2	6	4	2	1	-	13	1	-	-	15	-	-
	2%	2%	3%	-	3%	2%	4%	2%	1%	2%	3%	3%	1%	*	-	22%	1%	-	-	100%	-	-
The UK Independence Party (UKIP)	231	128	103	7	31	20	60	40	73	34	68	55	74	82	40	20	34	-	-	-	231	-
	35%	38%	32%	22%	37%	26%	41%	36%	36%	26%	34%	41%	40%	30%	24%	34%	46%	-	-	-	100%	-
The Green Party	24	6	18	6	5	3	1	5	3	5	6	6	7	5	3	3	9	-	-	-	-	24
	4%	2%	6%	17%	6%	4%	1%	5%	1%	4%	3%	5%	4%	2%	2%	5%	12%	-	-	-	-	83%
The British National Party (BNP)	*	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	*
	*	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	1%	-	-	-	-	1%
Some other party	4	2	2	-	1	-	2	1	1	*	1	3	-	2	-	-	2	-	-	-	-	4
	1%	1%	1%	-	1%	-	1%	1%	*	*	1%	2%	-	1%	-	-	2%	-	-	-	-	15%

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Table 5
Q2. Weighted by Normal weighting, likely to vote, with undecided / refused removed and then reallocated based on 2010 vote
Q2. If there was a general election tomorrow, which party would you vote for?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	785	387	398	25	55	70	128	169	338	176	323	180	106	316	206	65	89	197	162	10	238	29
Weighted Total	717	355	362	35	92	86	157	121	227	143	218	157	199	307	190	69	74	208	170	15	231	29
Conservative	239	115	124	4	27	33	45	37	91	70	77	44	48	214	2	10	6	208	-	-	-	-
	33%	32%	34%	12%	30%	38%	29%	31%	40%	49%	35%	28%	24%	70%	1%	15%	9%	100%	-	-	-	-
Labour	194	94	100	18	23	26	40	33	53	29	58	41	66	3	146	12	22	-	170	-	-	-
	27%	26%	28%	52%	25%	30%	26%	27%	23%	20%	27%	26%	33%	1%	77%	17%	30%	-	100%	-	-	-
Liberal Democrat	26	11	15	-	4	3	8	4	6	4	9	8	4	1	-	24	1	-	-	15	-	-
	4%	3%	4%	-	4%	4%	5%	4%	3%	3%	4%	5%	2%	*	-	34%	1%	-	-	100%	-	-
The UK Independence Party (UKIP)	231	128	103	7	31	20	60	40	73	34	68	55	74	82	40	20	34	-	-	-	231	-
	32%	36%	29%	20%	34%	23%	38%	33%	32%	24%	31%	35%	37%	27%	21%	29%	46%	-	-	-	100%	-
The Green Party	24	6	18	6	5	3	1	5	3	5	6	6	7	5	3	3	9	-	-	-	-	24
	3%	2%	5%	16%	6%	4%	1%	4%	1%	4%	3%	4%	3%	2%	1%	4%	12%	-	-	-	-	83%
The British National Party (BNP)	*	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	*	-	-	-	-	*
	*	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	1%	-	-	-	-	1%
Some other party	4	2	2	-	1	-	2	1	1	*	1	3	-	2	-	-	2	-	-	-	-	4
	1%	1%	1%	-	1%	-	1%	1%	*	*	1%	2%	-	1%	-	-	2%	-	-	-	-	15%

Thanet South PollCATI Fieldwork : 23rd -24th November 2014**Table 6**
Standard voting intention figures

	Total
Conservative	33%
Labour	27%
Liberal Democrat	4%
The UK Independence Party (UKIP)	32%
The Green Party	3%
Other	1%

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CATI Fieldwork : 23rd -24th November 2014

Table 7
Q3. Weighted by normal weightings
Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	920	446	474	39	70	85	148	204	374	210	379	205	126	316	206	66	148	197	162	10	238	29
Weighted Total	913	430	482	62	128	112	186	153	271	178	275	210	248	314	205	93	147	192	164	14	224	30
Conservative	186	96	91	1	23	26	36	36	64	53	56	33	44	155	4	16	7	168	3	-	1	-
	20%	22%	19%	2%	18%	23%	19%	24%	24%	30%	20%	16%	18%	49%	2%	17%	5%	87%	2%	-	*	-
Labour	164	81	84	19	20	25	32	27	41	22	53	34	55	4	116	11	23	2	144	-	4	-
	18%	19%	17%	31%	16%	22%	17%	18%	15%	12%	19%	16%	22%	1%	56%	12%	16%	1%	87%	-	2%	-
Liberal Democrat	21	9	13	-	2	3	8	2	6	4	7	7	4	2	1	15	1	1	1	14	2	-
	2%	2%	3%	-	2%	3%	4%	1%	2%	2%	2%	3%	1%	1%	*	16%	1%	1%	1%	100%	1%	-
The UK Independence Party (UKIP)	226	126	101	11	31	21	59	38	67	34	67	51	74	77	38	18	40	6	2	-	205	*
	25%	29%	21%	17%	24%	19%	32%	25%	25%	19%	24%	24%	30%	25%	19%	20%	27%	3%	1%	-	92%	1%
The Green Party	22	5	17	6	3	3	2	6	1	4	6	5	7	4	3	3	8	-	-	-	-	21
	2%	1%	4%	10%	2%	3%	1%	4%	1%	2%	2%	3%	3%	1%	2%	3%	5%	-	-	-	-	69%
The British National Party (BNP)	3	1	3	-	-	-	3	-	-	1	-	-	3	-	-	-	1	-	-	-	-	1
	*	*	1%	-	-	-	2%	-	-	*	-	-	1%	-	-	-	*	-	-	-	-	2%
Some other party	4	2	2	-	2	-	-	-	2	-	1	3	-	-	-	-	1	-	-	-	-	2
	*	1%	*	-	2%	-	-	-	1%	-	*	1%	-	-	-	-	1%	-	-	-	-	7%
(Don't know)	233	96	137	25	43	25	33	32	75	47	73	65	47	68	41	30	62	15	15	-	12	6
	25%	22%	28%	40%	34%	22%	18%	21%	28%	26%	27%	31%	19%	22%	20%	32%	42%	8%	9%	-	5%	20%
(Refused)	53	16	36	-	4	9	13	12	15	13	13	12	14	4	2	-	3	-	-	-	-	-
	6%	4%	8%	-	3%	8%	7%	8%	6%	8%	5%	6%	6%	1%	1%	-	2%	-	-	-	-	-

Thanet South Poll
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Table 8
Q3. Weighted by normal weightings and likelihood to vote
Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	920	446	474	39	70	85	148	204	374	210	379	205	126	316	206	66	148	197	162	10	238	29
Weighted Total	920	435	485	50	117	109	193	160	290	180	280	210	250	337	215	97	114	208	170	15	231	29
Conservative	203	104	99	1	25	28	39	39	70	58	60	36	49	170	5	18	8	183	3	-	1	-
	22%	24%	20%	2%	21%	26%	20%	24%	24%	32%	22%	17%	19%	50%	2%	18%	7%	88%	2%	-	*	-
Labour	167	81	86	16	20	25	33	29	43	22	54	35	57	4	124	11	19	2	150	-	3	-
	18%	19%	18%	32%	17%	23%	17%	18%	15%	12%	19%	16%	23%	1%	58%	11%	17%	1%	89%	-	1%	-
Liberal Democrat	22	9	13	-	2	2	9	2	6	3	7	8	4	2	1	16	1	1	*	15	2	-
	2%	2%	3%	-	2%	2%	4%	1%	2%	2%	3%	4%	2%	1%	*	16%	1%	1%	*	100%	1%	-
The UK Independence Party (UKIP)	233	132	101	7	29	21	62	41	73	36	71	50	77	85	40	19	33	6	1	-	212	*
	25%	30%	21%	14%	24%	20%	32%	25%	25%	20%	25%	24%	31%	25%	19%	20%	29%	3%	1%	-	92%	1%
The Green Party	21	4	18	6	3	3	3	5	2	4	5	6	7	4	3	3	7	-	-	-	-	20
	2%	1%	4%	11%	3%	3%	1%	3%	1%	2%	2%	3%	3%	1%	1%	3%	6%	-	-	-	-	71%
The British National Party (BNP)	3	*	3	-	-	-	3	-	-	*	-	-	3	-	-	-	*	-	-	-	-	*
	*	*	1%	-	-	-	2%	-	-	*	-	-	1%	-	-	-	*	-	-	-	-	1%
Some other party	3	1	2	-	1	-	-	-	2	-	1	2	-	-	-	-	*	-	-	-	-	1
	*	*	*	-	1%	-	-	-	1%	-	*	1%	-	-	-	-	*	-	-	-	-	4%
(Don't know)	211	85	126	20	32	21	30	31	77	41	67	61	41	68	41	30	43	15	14	-	13	6
	23%	20%	26%	41%	27%	19%	15%	19%	27%	23%	24%	29%	16%	20%	19%	31%	37%	7%	8%	-	6%	22%
(Refused)	56	18	38	-	5	8	14	13	17	15	13	14	5	2	-	4	-	-	-	-	-	-
	6%	4%	8%	-	4%	7%	7%	8%	6%	8%	5%	6%	5%	1%	1%	-	3%	-	-	-	-	-

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Table 9
Q3. Weighted by normal weightings, likelihood to vote and with undecided / refused removed
Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?
Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]
Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	631	324	307	23	41	57	109	145	256	138	264	135	94	247	162	44	81	181	146	10	226	22
Weighted Total	653	332	320	30	80	81	149	117	196	124	198	136	195	264	172	67	68	193	155	15	218	22
Conservative	203	104	99	1	25	28	39	39	70	58	60	36	49	170	5	18	8	183	3	-	1	-
	31%	31%	31%	4%	31%	35%	26%	34%	36%	47%	31%	26%	25%	64%	3%	27%	11%	95%	2%	-	*	-
Labour	167	81	86	16	20	25	33	29	43	22	54	35	57	4	124	11	19	2	150	-	3	-
	26%	24%	27%	53%	25%	31%	22%	25%	22%	18%	27%	25%	29%	1%	72%	16%	28%	1%	97%	-	1%	-
Liberal Democrat	22	9	13	-	2	2	9	2	6	3	7	8	4	2	1	16	1	1	*	15	2	-
	3%	3%	4%	-	3%	3%	6%	2%	3%	3%	4%	6%	2%	1%	*	24%	1%	1%	*	100%	1%	-
The UK Independence Party (UKIP)	233	132	101	7	29	21	62	41	73	36	71	50	77	85	40	19	33	6	1	-	212	*
	36%	40%	31%	24%	36%	27%	42%	35%	37%	29%	36%	37%	39%	32%	23%	29%	49%	3%	1%	-	97%	2%
The Green Party	21	4	18	6	3	3	3	5	2	4	5	6	7	4	3	3	7	-	-	-	-	20
	3%	1%	6%	18%	4%	4%	2%	5%	1%	3%	3%	4%	3%	2%	1%	5%	10%	-	-	-	-	91%
The British National Party (BNP)	3	*	3	-	-	-	3	-	-	*	-	-	3	-	-	-	*	-	-	-	-	*
	*	*	1%	-	-	-	2%	-	-	*	-	-	1%	-	-	-	1%	-	-	-	-	2%
Some other party	3	1	2	-	1	-	-	-	2	-	1	2	-	-	-	-	*	-	-	-	-	1
	*	*	1%	-	2%	-	-	-	1%	-	*	2%	-	-	-	-	1%	-	-	-	-	6%

Lord Ashcroft

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Table 10

Q3. Weighted by Normal weighting, likely to vote, with undecided / refused removed and then reallocated based on 2010 vote

Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election?

Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]

Base : Likely to vote in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	777	384	393	27	51	69	128	168	334	174	317	177	109	315	206	66	81	190	156	10	235	24
Weighted Total	719	357	362	33	89	87	161	124	225	137	217	159	207	300	193	76	68	198	160	15	223	24
Conservative	239	115	123	3	28	32	46	42	87	66	71	50	51	205	5	18	8	188	4	-	4	1
	33%	32%	34%	9%	32%	37%	28%	34%	39%	48%	33%	31%	25%	68%	2%	23%	11%	95%	3%	-	2%	5%
Labour	189	91	97	17	24	27	38	32	52	25	59	40	64	4	145	11	19	2	154	-	4	-
	26%	25%	27%	50%	27%	30%	23%	26%	23%	18%	27%	25%	31%	1%	75%	14%	28%	1%	96%	-	2%	-
Liberal Democrat	31	13	18	1	4	4	9	4	10	5	10	11	5	2	1	25	1	1	1	15	2	-
	4%	4%	5%	2%	4%	4%	6%	3%	4%	4%	4%	7%	3%	1%	*	33%	1%	1%	1%	100%	1%	-
The UK Independence Party (UKIP)	233	132	101	7	29	21	62	41	73	36	71	50	77	85	40	19	33	6	1	-	212	*
	32%	37%	28%	22%	32%	25%	39%	33%	32%	26%	33%	31%	37%	28%	21%	26%	49%	3%	1%	-	95%	2%
The Green Party	21	4	18	6	3	3	3	5	2	4	5	6	7	4	3	3	7	-	-	-	-	20
	3%	1%	5%	17%	3%	4%	2%	4%	1%	3%	2%	4%	3%	1%	1%	4%	10%	-	-	-	-	86%
The British National Party (BNP)	3	*	3	-	-	-	3	-	-	*	-	-	3	-	-	-	*	-	-	-	-	*
	*	*	1%	-	-	-	2%	-	-	*	-	-	1%	-	-	-	1%	-	-	-	-	2%
Some other party	3	1	2	-	1	-	-	-	2	-	1	2	-	-	-	-	*	-	-	-	-	1
	*	*	*	-	2%	-	-	-	1%	-	*	1%	-	-	-	-	1%	-	-	-	-	5%

Lord Ashcroft

Thanet South PollCATI Fieldwork : 23rd -24th November 2014**Table 11**
Published voting intention figures (thinking about your constituency)

	Total
Conservative	33%
Labour	26%
Liberal Democrat	4%
The UK Independence Party (UKIP)	32%
The Green Party	3%
Other	1%

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Table 12

Q4. 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?

Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
Voted	757	363	395	27	85	87	163	138	257	156	228	164	210	320	210	94	-	184	133	13	177	17
	76%	76%	75%	33%	56%	73%	82%	86%	89%	82%	76%	72%	73%	100%	100%	100%	-	96%	81%	94%	79%	55%
Did not vote	211	98	113	53	58	24	32	17	26	31	62	51	67	-	-	-	211	7	25	1	40	13
	21%	21%	21%	65%	38%	20%	16%	11%	9%	16%	21%	22%	24%	-	-	-	100%	3%	15%	6%	18%	45%
(Don't know)	30	14	16	2	9	9	3	5	3	3	7	13	7	-	-	-	-	2	6	-	7	-
	3%	3%	3%	2%	6%	7%	1%	3%	1%	1%	2%	6%	2%	-	-	-	-	1%	4%	-	3%	-
(Refused)	5	-	5	-	2	-	-	1	2	1	2	-	2	-	-	-	-	-	-	-	-	-
	*	-	1%	-	1%	-	-	1%	1%	*	1%	-	1%	-	-	-	-	-	-	-	-	-

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Table 13
Q5. Could you tell me which party you voted for at the last general election back in May 2010? Was it
Base : Voted in general election

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	760	369	391	12	39	62	124	178	345	182	314	159	105	319	211	67	-	183	129	9	193	18
Weighted Total	757	363	395	27	85	87	163	138	257	156	228	164	210	320	210	94	-	184	133	13	177	17
Conservative	320	157	163	11	35	40	62	51	121	90	99	65	65	320	-	-	-	168	4	1	74	6
	42%	43%	41%	40%	41%	46%	38%	37%	47%	58%	44%	40%	31%	100%	-	-	-	91%	3%	10%	42%	36%
Labour	210	105	105	9	24	25	44	40	68	30	52	44	84	-	210	-	-	2	112	-	39	3
	28%	29%	27%	32%	28%	29%	27%	29%	27%	19%	23%	27%	40%	-	100%	-	-	1%	84%	-	22%	20%
Liberal Democrats	94	53	41	6	14	11	28	13	22	14	34	34	12	-	-	94	-	9	13	12	19	3
	12%	15%	11%	23%	16%	12%	17%	10%	9%	9%	15%	20%	6%	-	-	100%	-	5%	9%	90%	11%	17%
Or another party?	44	20	24	-	4	2	14	11	13	5	12	9	17	-	-	-	-	1	-	-	32	3
	6%	6%	6%	-	5%	2%	9%	8%	5%	3%	5%	6%	8%	-	-	-	-	*	-	-	18%	16%
(Don't Know)	29	8	22	-	7	1	3	6	12	3	7	5	14	-	-	-	-	2	3	-	9	1
	4%	2%	6%	-	8%	1%	2%	4%	5%	2%	3%	3%	7%	-	-	-	-	1%	2%	-	5%	7%
(Refused)	60	21	40	2	2	9	12	17	20	14	23	7	16	-	-	-	-	2	2	-	5	1
	8%	6%	10%	6%	2%	10%	7%	12%	8%	9%	10%	4%	8%	-	-	-	-	1%	2%	-	3%	4%

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Table 14
Q6. Which of the following do you think would make the best Prime Minister?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
David Cameron	311	166	144	17	44	42	51	53	104	79	101	67	65	202	12	29	39	176	10	5	28	-
	31%	35%	27%	21%	29%	35%	26%	33%	36%	41%	34%	29%	23%	63%	6%	30%	18%	91%	6%	33%	13%	-
Ed Miliband	166	82	84	20	26	19	36	27	39	24	47	41	54	8	96	22	29	3	121	-	6	8
	17%	17%	16%	24%	17%	15%	18%	17%	13%	13%	16%	18%	19%	3%	46%	24%	14%	1%	74%	-	3%	28%
Nick Clegg	27	10	17	1	4	3	6	8	4	7	9	7	3	5	3	10	6	2	2	7	2	2
	3%	2%	3%	1%	3%	2%	3%	5%	2%	4%	3%	3%	1%	2%	2%	11%	3%	1%	1%	48%	1%	5%
Nigel Farage	168	86	82	7	23	14	48	31	44	23	45	40	60	50	33	16	33	3	6	-	132	3
	17%	18%	15%	8%	15%	12%	24%	19%	15%	12%	15%	17%	21%	15%	16%	17%	16%	1%	4%	-	59%	11%
(Don't know)	291	115	176	36	53	38	47	36	82	46	83	67	94	50	61	16	98	9	23	3	47	15
	29%	24%	33%	44%	34%	31%	24%	22%	29%	24%	28%	29%	33%	15%	29%	17%	46%	5%	14%	20%	21%	49%
(Refused)	40	14	26	1	4	5	9	6	14	10	13	7	10	5	5	1	7	-	2	-	8	2
	4%	3%	5%	1%	3%	4%	5%	4%	5%	5%	4%	3%	3%	2%	2%	1%	3%	-	1%	-	4%	7%

Lord Ashcroft

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Table 15
Q7. Which of the following statements do you most agree with?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
I am satisfied with the job David Cameron is doing overall as Prime Minister	247 25%	113 24%	134 25%	15 19%	39 25%	31 26%	43 22%	40 25%	79 27%	57 30%	76 26%	53 23%	60 21%	153 48%	26 12%	13 14%	32 15%	118 61%	14 8%	5 37%	24 11%	1 2%
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	319 32%	162 34%	157 30%	28 34%	37 24%	36 30%	72 36%	48 30%	97 34%	63 33%	93 31%	73 32%	90 31%	132 41%	39 19%	39 41%	61 29%	66 34%	26 16%	7 47%	106 47%	9 29%
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	235 23%	116 24%	119 23%	20 25%	45 29%	24 20%	46 23%	44 27%	55 19%	34 18%	67 22%	56 24%	78 27%	13 4%	113 54%	27 29%	49 23%	3 2%	111 67%	2 16%	43 19%	11 37%
(Don't know)	166 17%	73 15%	93 18%	17 20%	28 18%	25 21%	26 13%	24 15%	46 16%	26 14%	54 18%	37 16%	49 17%	17 5%	27 13%	11 12%	57 27%	3 1%	12 7%	-	38 17%	8 26%
(Refused)	37 4%	11 2%	26 5%	2 2%	5 3%	4 4%	11 6%	5 3%	10 4%	9 4%	8 3%	11 5%	9 3%	5 1%	4 2%	4 4%	12 6%	2 1%	3 2%	-	12 5%	2 6%

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Table 16
Q8. Which of the following do you most trust to manage the economy in the best interests of Britain?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
David Cameron and the Chancellor of the Exchequer, George Osborne	503	260	243	33	74	56	102	83	153	113	148	114	128	278	52	41	71	182	29	8	123	8
	50%	55%	46%	41%	48%	47%	52%	52%	53%	60%	49%	50%	45%	87%	25%	44%	34%	95%	17%	57%	55%	27%
Ed Miliband and the Shadow Chancellor, Ed Balls	236	117	119	23	36	29	47	42	58	34	74	59	69	12	124	30	51	2	120	2	32	14
	23%	25%	22%	28%	24%	24%	24%	26%	20%	18%	25%	26%	24%	4%	59%	32%	24%	1%	73%	16%	14%	46%
(Don't know)	265	98	167	26	43	35	49	36	77	43	77	55	90	30	34	23	89	8	16	4	69	8
	26%	21%	32%	32%	28%	29%	24%	22%	27%	23%	26%	24%	31%	9%	16%	25%	42%	4%	10%	27%	31%	28%

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Table 17
Q9. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job?
David Cameron as Prime Minister
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
10	38 4%	17 4%	20 4%	5 6%	-	4 3%	8 4%	8 5%	14 5%	10 5%	8 3%	6 3%	14 5%	28 9%	1 1%	1 1%	1 1%	22 11%	1 1%	-	2 1%	-
9	19 2%	11 2%	9 2%	-	-	4 3%	3 2%	4 3%	8 3%	5 3%	8 3%	4 2%	2 1%	15 5%	-	1 1%	1 *	15 8%	1 *	1 8%	* *	1 2%
8	118 12%	53 11%	64 12%	1 1%	20 13%	13 11%	17 9%	16 10%	50 17%	22 12%	45 15%	21 9%	30 10%	76 24%	9 4%	7 8%	15 7%	67 35%	8 5%	3 20%	6 3%	-
7	127 13%	65 14%	62 12%	12 14%	12 8%	13 11%	29 15%	20 13%	41 14%	38 20%	40 13%	29 13%	20 7%	69 21%	10 5%	14 15%	20 9%	35 18%	7 4%	2 15%	31 14%	1 4%
6	130 13%	63 13%	67 13%	19 23%	28 18%	18 15%	19 10%	15 9%	30 11%	23 12%	31 10%	29 13%	47 16%	46 14%	33 16%	14 15%	24 11%	31 16%	19 12%	1 8%	28 12%	4 2%
5	163 16%	68 14%	94 18%	11 14%	22 14%	20 17%	36 18%	28 17%	45 16%	30 16%	48 16%	39 17%	45 16%	34 10%	33 16%	21 23%	39 18%	14 7%	29 18%	6 39%	32 14%	5 16%
4	96 10%	40 8%	56 11%	6 7%	23 15%	7 6%	23 12%	17 10%	20 7%	12 6%	28 9%	24 10%	32 11%	18 6%	28 13%	11 11%	19 9%	4 2%	26 16%	-	30 14%	4 15%
3	46 5%	21 4%	25 5%	2 3%	8 5%	2 1%	15 8%	8 5%	12 4%	6 3%	16 5%	7 3%	16 6%	7 2%	14 6%	6 6%	8 4%	-	10 6%	-	22 10%	2 7%
2	56 6%	29 6%	27 5%	3 4%	3 2%	13 11%	12 6%	12 8%	13 5%	4 2%	21 7%	20 9%	11 4%	13 4%	14 7%	7 8%	14 7%	-	14 8%	-	22 10%	3 12%
1	25 3%	16 3%	9 2%	4 5%	3 2%	5 4%	3 1%	3 2%	7 2%	8 4%	6 2%	6 2%	5 2%	1 *	12 6%	2 2%	9 4%	-	10 6%	-	4 2%	2 5%
0	120 12%	68 14%	52 10%	6 7%	20 13%	11 9%	25 13%	23 14%	35 12%	21 11%	33 11%	26 11%	40 14%	10 3%	52 25%	6 7%	28 13%	-	34 21%	1 8%	39 17%	8 25%
(Don't know)	65 7%	23 5%	43 8%	14 17%	15 10%	10 8%	8 4%	7 4%	12 4%	9 5%	16 5%	18 8%	23 8%	5 1%	5 2%	3 4%	32 15%	4 2%	6 4%	-	9 4%	1 2%
Mean	4.94	4.80	5.07	5.06	4.67	4.94	4.76	4.78	5.27	5.33	5.02	4.73	4.75	6.55	3.47	4.93	4.23	7.49	3.53	5.96	3.95	3.13
Std. Dev.	2.76	2.88	2.64	2.57	2.51	2.76	2.70	2.90	2.88	2.81	2.73	2.68	2.80	2.26	2.61	2.29	2.61	1.46	2.55	2.30	2.52	2.50
Std. Err.	0.09	0.13	0.12	0.40	0.29	0.30	0.22	0.20	0.15	0.19	0.14	0.18	0.24	0.13	0.18	0.29	0.19	0.11	0.20	0.73	0.17	0.47

Lord Ashcroft

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Table 18
Q10. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job?
Ed Miliband as Leader of the Labour Party
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
10	22 2%	9 2%	13 2%	-	4 2%	2 2%	6 3%	1 1%	8 3%	4 2%	3 1%	4 2%	10 4%	4 1%	9 4%	2 2%	3 1%	3 2%	11 7%	-	3 1%	-
9	6 1%	3 1%	3 1%	-	3 2%	-	1 1%	1 *	1 1%	-	3 1%	2 1%	-	1 *	1 *	1 1%	3 1%	-	2 1%	-	-	-
8	39 4%	12 2%	27 5%	3 3%	1 1%	3 2%	12 6%	4 3%	16 5%	6 3%	16 5%	8 3%	9 3%	2 1%	23 11%	2 2%	5 2%	1 *	21 13%	-	2 1%	-
7	69 7%	34 7%	35 7%	8 10%	10 6%	7 6%	12 6%	14 9%	17 6%	17 9%	11 4%	12 5%	27 10%	3 1%	37 18%	3 4%	19 9%	4 2%	38 23%	1 6%	3 1%	1 4%
6	66 7%	31 7%	35 7%	4 5%	11 7%	9 8%	10 5%	11 7%	22 8%	9 5%	22 7%	14 6%	20 7%	18 6%	25 12%	7 8%	11 5%	14 7%	20 12%	2 16%	12 5%	-
5	168 17%	76 16%	93 18%	21 26%	40 26%	15 12%	33 17%	26 16%	33 11%	27 14%	52 18%	47 20%	42 15%	38 12%	40 19%	23 24%	45 21%	17 9%	28 17%	6 39%	36 16%	7 25%
4	104 10%	46 10%	57 11%	10 12%	16 10%	20 17%	20 10%	14 9%	24 8%	13 7%	26 9%	22 10%	43 15%	36 11%	17 8%	13 14%	12 6%	21 11%	15 9%	2 11%	25 11%	4 12%
3	79 8%	43 9%	36 7%	7 9%	10 6%	12 10%	17 9%	14 9%	19 7%	16 9%	22 7%	14 6%	27 9%	33 10%	10 5%	11 12%	12 6%	27 14%	9 5%	-	13 6%	6 19%
2	97 10%	51 11%	45 9%	4 5%	14 9%	12 10%	11 6%	21 13%	35 12%	19 10%	30 10%	26 11%	22 8%	44 14%	7 4%	10 11%	20 9%	27 14%	1 1%	2 15%	30 13%	1 3%
1	59 6%	39 8%	19 4%	5 6%	3 2%	7 6%	20 10%	11 7%	12 4%	17 9%	19 6%	13 6%	9 3%	33 10%	6 3%	3 4%	12 6%	24 12%	4 2%	-	14 6%	2 6%
0	190 19%	97 20%	93 18%	3 4%	19 12%	15 12%	46 23%	32 20%	75 26%	42 22%	63 21%	43 19%	41 14%	88 27%	23 11%	15 16%	28 13%	41 21%	6 3%	2 12%	77 34%	6 19%
(Don't know)	106 11%	33 7%	73 14%	17 21%	24 15%	18 15%	10 5%	12 8%	26 9%	18 10%	31 10%	23 10%	34 12%	19 6%	11 5%	2 2%	42 20%	13 7%	10 6%	-	10 4%	4 12%
Mean	3.57	3.33	3.80	4.34	4.07	3.67	3.45	3.34	3.31	3.24	3.40	3.54	4.00	2.51	5.10	3.71	3.83	2.68	5.93	4.10	2.45	3.06
Std. Dev.	2.68	2.63	2.72	2.02	2.47	2.42	2.87	2.57	2.90	2.76	2.68	2.65	2.63	2.32	2.69	2.44	2.61	2.29	2.29	2.11	2.38	2.12
Std. Err.	0.09	0.12	0.13	0.32	0.29	0.28	0.23	0.18	0.15	0.19	0.14	0.19	0.23	0.13	0.19	0.30	0.20	0.17	0.18	0.67	0.16	0.42

Lord Ashcroft

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Table 19
Q11. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job?
Nick Clegg as Leader of the Liberal Democrats
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
10	6 1%	2 *	4 1%	-	2 1%	1 1%	1 1%	* 1%	2 1%	3 2%	2 1%	1 *	-	5 2%	-	1 1%	* 2%	3 2%	-	1 8%	1 *	-
9	15 2%	5 1%	11 2%	-	5 3%	-	5 2%	* *	5 2%	1 *	3 1%	2 1%	9 3%	6 2%	2 1%	3 3%	1 *	1 1%	-	1 8%	5 2%	-
8	18 2%	4 1%	14 3%	1 2%	3 2%	2 2%	2 1%	5 3%	4 2%	2 1%	7 2%	5 2%	4 1%	2 1%	1 1%	8 9%	4 2%	-	3 2%	6 43%	1 1%	-
7	32 3%	18 4%	14 3%	-	6 4%	7 6%	7 4%	3 2%	8 3%	9 5%	10 3%	9 4%	3 1%	11 4%	3 1%	8 9%	6 3%	12 6%	2 1%	3 20%	2 1%	-
6	59 6%	31 7%	28 5%	4 5%	17 11%	4 3%	11 5%	8 5%	16 5%	9 5%	16 6%	13 6%	21 7%	28 9%	8 4%	3 3%	7 3%	20 10%	11 7%	1 9%	9 4%	1 3%
5	159 16%	69 15%	89 17%	16 20%	27 18%	22 19%	38 19%	21 13%	34 12%	31 16%	42 14%	38 17%	48 17%	43 14%	38 18%	20 21%	36 17%	33 17%	29 17%	2 12%	31 14%	5 18%
4	86 9%	36 8%	50 9%	12 15%	16 10%	5 4%	13 7%	16 10%	24 8%	17 9%	24 8%	22 9%	23 8%	23 7%	20 9%	8 9%	21 10%	10 5%	20 12%	-	20 9%	5 17%
3	83 8%	39 8%	44 8%	9 11%	9 6%	12 10%	15 7%	14 8%	26 9%	24 13%	30 10%	9 4%	20 7%	36 11%	16 8%	15 16%	6 3%	27 14%	13 8%	-	14 6%	2 6%
2	80 8%	41 9%	40 7%	8 10%	10 6%	7 6%	15 7%	14 9%	27 10%	15 8%	27 9%	21 9%	17 6%	34 10%	13 6%	6 7%	18 9%	21 11%	13 8%	-	13 6%	3 10%
1	75 7%	39 8%	35 7%	9 11%	3 2%	9 8%	15 8%	19 12%	19 7%	12 6%	26 9%	19 8%	17 6%	26 8%	17 8%	8 9%	15 7%	21 11%	14 9%	-	17 8%	1 3%
0	273 27%	158 33%	115 22%	8 10%	29 19%	32 27%	63 32%	44 27%	96 33%	47 25%	77 26%	63 27%	87 30%	90 28%	75 36%	12 13%	52 25%	33 17%	50 30%	-	101 45%	10 34%
(Don't know)	117 12%	32 7%	85 16%	15 18%	26 17%	19 16%	14 7%	18 11%	26 9%	20 10%	33 11%	28 12%	37 13%	16 5%	17 8%	1 1%	44 21%	11 6%	11 6%	-	9 4%	3 9%
Mean	2.87	2.57	3.17	3.19	3.83	2.86	2.79	2.57	2.54	2.99	2.85	2.83	2.84	2.89	2.37	4.04	2.78	3.28	2.62	7.49	2.14	2.40
Std. Dev.	2.58	2.51	2.61	1.99	2.75	2.60	2.65	2.41	2.57	2.53	2.56	2.57	2.66	2.62	2.37	2.68	2.47	2.47	2.33	1.40	2.52	2.16
Std. Err.	0.09	0.12	0.12	0.31	0.33	0.30	0.22	0.17	0.14	0.18	0.13	0.18	0.24	0.15	0.17	0.33	0.19	0.18	0.19	0.44	0.17	0.42

Lord Ashcroft

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Table 20
Q12. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job?
Nigel Farage as Leader of the UK Independence Party (UKIP)
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
10	78 8%	44 9%	33 6%	2 2%	8 6%	16 13%	15 7%	11 7%	26 9%	14 7%	20 7%	17 7%	27 10%	30 9%	10 5%	11 11%	12 6%	7 4%	* 19%	3 23%	52 23%	2 6%
9	52 5%	22 5%	29 6%	5 6%	1 1%	1 1%	19 10%	10 6%	16 6%	12 6%	13 4%	15 6%	12 4%	17 5%	9 4%	7 7%	8 4%	6 3%	3 2%	- -	31 14%	4 13%
8	116 12%	62 13%	54 10%	2 2%	14 9%	12 10%	29 14%	26 16%	34 12%	18 9%	42 14%	23 10%	33 12%	55 17%	19 9%	8 9%	18 8%	18 9%	8 5%	- -	65 29%	- -
7	81 8%	49 10%	32 6%	7 8%	18 12%	8 7%	15 7%	13 8%	21 7%	19 10%	19 6%	15 7%	27 10%	21 6%	13 6%	13 14%	20 10%	12 6%	13 8%	2 16%	24 11%	- -
6	71 7%	37 8%	34 6%	3 4%	15 10%	10 8%	13 7%	12 8%	18 6%	12 6%	19 6%	17 7%	23 8%	22 7%	11 5%	10 10%	15 7%	18 9%	7 4%	- -	16 7%	2 7%
5	92 9%	44 9%	48 9%	11 14%	16 11%	11 9%	14 7%	16 10%	24 8%	15 8%	25 8%	33 14%	19 7%	32 10%	15 7%	10 11%	22 10%	21 11%	12 7%	2 15%	15 7%	2 6%
4	39 4%	17 4%	21 4%	6 7%	6 4%	3 3%	8 4%	4 3%	12 4%	13 7%	14 5%	8 4%	3 1%	13 4%	6 3%	4 4%	9 4%	10 5%	11 7%	- -	4 2%	2 7%
3	35 4%	18 4%	17 3%	1 1%	4 3%	3 3%	10 5%	5 3%	11 4%	5 3%	12 4%	9 4%	10 3%	15 5%	6 3%	3 3%	7 3%	11 6%	8 5%	- -	2 1%	1 4%
2	34 3%	18 4%	17 3%	5 6%	5 3%	3 3%	8 4%	5 3%	9 3%	7 4%	11 4%	9 4%	7 2%	10 3%	8 4%	2 2%	9 4%	8 4%	6 4%	1 5%	2 1%	1 3%
1	54 5%	26 5%	28 5%	5 6%	7 4%	9 8%	13 7%	6 4%	14 5%	10 5%	14 5%	14 6%	17 6%	15 5%	21 10%	4 4%	10 5%	13 7%	16 10%	- -	* *	- -
0	218 22%	98 21%	120 23%	21 25%	34 22%	25 21%	40 20%	32 20%	67 23%	43 23%	72 24%	40 17%	63 22%	67 21%	72 34%	19 20%	41 19%	51 26%	71 43%	5 37%	4 2%	16 54%
(Don't know)	132 13%	38 8%	94 18%	15 18%	26 17%	19 15%	14 7%	21 13%	38 13%	22 12%	37 12%	29 13%	45 16%	25 8%	20 9%	4 4%	41 19%	18 9%	8 5%	1 8%	9 4%	1 2%
Mean	4.61	4.84	4.37	3.62	4.33	4.61	4.86	4.97	4.63	4.54	4.42	4.75	4.74	4.93	3.42	5.18	4.48	3.83	2.51	4.19	7.83	2.94
Std. Dev.	3.54	3.51	3.55	3.25	3.33	3.69	3.56	3.49	3.64	3.53	3.54	3.39	3.67	3.54	3.56	3.47	3.39	3.27	2.96	4.11	2.04	3.75
Std. Err.	0.12	0.17	0.17	0.51	0.40	0.42	0.29	0.25	0.19	0.25	0.19	0.24	0.33	0.21	0.26	0.44	0.26	0.25	0.24	1.37	0.13	0.71

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Table 21
Q13. 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				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
The Conservatives	137 14%	64 14%	73 14%	-	9 6%	22 18%	29 15%	25 16%	52 18%	32 17%	39 13%	35 15%	32 11%	74 23%	23 11%	16 17%	7 3%	42 22%	18 11%	2 12%	35 15%	5 18%
Labour	94 9%	50 10%	45 8%	10 12%	19 12%	9 8%	27 13%	9 6%	20 7%	13 7%	26 9%	19 8%	36 13%	20 6%	32 15%	13 13%	13 6%	12 6%	31 19%	2 11%	15 7%	1 4%
The Lib Dems	12 1%	6 1%	6 1%	3 4%	-	2 2%	4 2%	1 *	2 1%	3 2%	4 1%	-	5 2%	4 1%	2 1%	-	4 2%	1 *	2 1%	1 9%	2 1%	3 11%
UKIP	248 25%	150 32%	98 18%	16 20%	45 29%	40 33%	49 25%	37 23%	61 21%	42 22%	79 26%	61 27%	65 23%	98 31%	50 24%	24 26%	41 19%	42 22%	41 25%	6 39%	70 31%	9 30%
None of the above	554 55%	255 54%	298 56%	44 54%	80 52%	57 47%	114 57%	86 53%	173 60%	110 58%	168 56%	108 47%	168 59%	157 49%	115 55%	52 56%	133 63%	109 57%	86 52%	5 37%	121 54%	12 41%
(Don't know)	65 7%	18 4%	47 9%	10 13%	15 10%	6 5%	8 4%	11 7%	16 5%	9 5%	17 6%	25 11%	15 5%	15 5%	13 6%	-	22 10%	9 5%	10 6%	-	8 4%	2 6%
(Refused)	6 1%	2 *	5 1%	-	3 2%	-	1 1%	2 1%	* *	3 1%	2 1%	2 1%	-	1 *	1 1%	1 1%	2 1%	1 *	1 1%	-	2 1%	-

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Table 22
Q14. Which of the following would you MOST like to see as the outcome of the next election?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
A Conservative government	310	158	152	9	30	40	60	54	118	82	95	70	62	213	13	20	30	171	8	-	61	3
	31%	33%	29%	10%	20%	34%	30%	33%	41%	43%	32%	31%	22%	66%	6%	21%	14%	89%	5%	-	27%	10%
A coalition between the Conservatives and the Liberal Democrats	77	43	34	11	21	4	12	7	22	9	27	17	24	31	5	12	21	16	2	5	11	1
	8%	9%	6%	14%	14%	3%	6%	5%	8%	5%	9%	8%	8%	10%	3%	13%	10%	8%	1%	33%	5%	4%
A coalition between Labour and the Liberal Democrats	83	47	36	10	17	8	21	15	13	17	28	18	20	9	20	19	21	-	20	7	20	11
	8%	10%	7%	13%	11%	6%	10%	9%	5%	9%	9%	8%	7%	3%	10%	20%	10%	-	12%	51%	9%	36%
A Labour government	224	108	116	24	32	27	50	38	52	36	61	51	75	11	134	22	47	-	125	2	29	7
	22%	23%	22%	30%	21%	23%	25%	24%	18%	19%	21%	22%	26%	3%	64%	24%	22%	-	76%	16%	13%	24%
(Don't know)	255	102	153	26	49	30	47	35	68	35	67	63	90	50	35	19	82	4	10	-	84	4
	25%	22%	29%	32%	32%	25%	24%	22%	24%	19%	22%	28%	31%	16%	17%	20%	39%	2%	6%	-	37%	15%
(Refuse)	53	16	38	1	5	11	9	12	14	10	21	8	14	7	1	3	10	1	-	-	19	3
	5%	3%	7%	1%	3%	9%	5%	8%	5%	5%	7%	4%	5%	2%	1%	3%	5%	*	-	-	8%	11%

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Table 23
Q15. And which of the following to do think is the MOST likely outcome of the next election?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
A Conservative government	274	137	136	12	50	30	46	45	89	66	81	54	73	148	43	17	38	99	25	1	61	7
	27%	29%	26%	15%	33%	25%	23%	28%	31%	35%	27%	23%	26%	46%	21%	18%	18%	51%	15%	9%	27%	24%
A coalition between the Conservatives and the Liberal Democrats	136	54	82	12	22	15	27	24	36	26	43	29	38	56	16	13	27	41	13	5	29	5
	14%	11%	16%	15%	14%	12%	14%	15%	13%	14%	14%	13%	13%	17%	8%	14%	13%	21%	8%	36%	13%	17%
A coalition between Labour and the Liberal Democrats	96	44	52	7	11	9	30	15	23	15	31	24	26	12	41	14	18	7	36	3	17	3
	10%	9%	10%	8%	7%	8%	15%	9%	8%	8%	10%	11%	9%	4%	19%	15%	9%	4%	22%	23%	8%	11%
A Labour government	154	80	75	15	23	25	39	20	33	21	43	41	49	22	60	23	36	4	58	3	32	9
	15%	17%	14%	18%	15%	21%	20%	12%	11%	11%	14%	18%	17%	7%	28%	24%	17%	2%	35%	23%	14%	31%
(Don't know)	322	152	170	36	43	38	52	52	102	55	93	79	96	80	48	26	87	41	31	1	78	5
	32%	32%	32%	44%	28%	32%	26%	32%	36%	29%	31%	35%	33%	25%	23%	27%	41%	21%	19%	8%	35%	16%
(Refuse)	21	8	13	-	4	3	4	6	4	6	9	3	4	3	2	1	6	-	1	-	7	1
	2%	2%	2%	-	3%	2%	2%	4%	1%	3%	3%	1%	1%	1%	1%	1%	3%	-	1%	-	3%	2%

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Table 24
Q16. What is your age?
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
18-24	82	49	33	82	-	-	-	-	-	17	24	13	28	11	9	6	53	3	19	-	10	6
	8%	10%	6%	100%	-	-	-	-	-	9%	8%	6%	10%	3%	4%	6%	25%	2%	12%	-	4%	22%
25-34	154	79	75	-	154	-	-	-	-	26	46	41	41	35	24	14	58	22	21	2	33	7
	15%	17%	14%	-	100%	-	-	-	-	13%	15%	18%	14%	11%	11%	15%	27%	11%	13%	15%	15%	24%
35-44	120	68	52	-	-	120	-	-	-	18	31	32	40	40	25	11	24	27	23	2	20	3
	12%	14%	10%	-	-	100%	-	-	-	10%	10%	14%	14%	12%	12%	11%	12%	14%	14%	17%	9%	10%
45-54	199	105	94	-	-	-	199	-	-	38	69	40	51	62	44	28	32	37	34	6	57	3
	20%	22%	18%	-	-	-	100%	-	-	20%	23%	17%	18%	19%	21%	30%	15%	19%	21%	39%	25%	12%
55-64	161	56	105	-	-	-	-	161	-	28	46	35	52	51	40	13	17	32	27	2	36	7
	16%	12%	20%	-	-	-	-	100%	-	15%	15%	15%	18%	16%	19%	14%	8%	17%	17%	16%	16%	22%
65-74	164	65	99	-	-	-	-	-	164	36	51	38	39	67	36	14	14	37	23	-	46	1
	16%	14%	19%	-	-	-	-	-	57%	19%	17%	16%	14%	21%	17%	15%	7%	19%	14%	-	21%	5%
75+	123	54	70	-	-	-	-	-	123	26	32	31	35	54	32	8	12	35	18	2	22	2
	12%	11%	13%	-	-	-	-	-	43%	14%	11%	13%	12%	17%	15%	8%	6%	18%	11%	13%	10%	6%

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Table 25
Q17. SEG
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
AB	190	97	92	17	26	18	38	28	62	190	-	-	-	90	30	14	31	60	25	3	32	6
	19%	21%	17%	21%	17%	15%	19%	17%	22%	100%	-	-	-	28%	14%	15%	15%	31%	15%	20%	14%	20%
C1	299	131	167	24	46	31	69	46	83	-	299	-	-	99	52	34	62	62	51	5	64	8
	30%	28%	32%	29%	30%	26%	35%	29%	29%	-	100%	-	-	31%	25%	36%	29%	32%	31%	37%	29%	27%
C2	229	108	121	13	41	32	40	35	68	-	-	229	-	65	44	34	51	28	35	4	56	9
	23%	23%	23%	16%	27%	26%	20%	22%	24%	-	-	100%	-	20%	21%	36%	24%	15%	21%	26%	25%	30%
DE	286	137	148	28	41	40	51	52	74	-	-	-	286	65	84	12	67	43	53	2	71	7
	28%	29%	28%	34%	27%	33%	26%	32%	26%	-	-	-	100%	20%	40%	13%	32%	22%	32%	16%	32%	23%

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Table 26
Q18. Sex
Base : All Respondents

	Total	Gender		Age						SEG				2010 Vote				Voting Intention				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	Did not vote	Con	Lab	LibDem	UKIP	Other
Unweighted Total	1003	481	522	49	86	91	162	216	399	225	411	223	144	319	211	67	211	197	162	10	238	29
Weighted Total	1003	475	528	82	154	120	199	161	288	190	299	229	286	320	210	94	211	192	164	14	224	30
Male	475	475	-	49	79	68	105	56	118	97	131	108	137	157	105	53	98	98	84	5	120	10
	47%	100%	-	59%	51%	57%	53%	35%	41%	51%	44%	47%	48%	49%	50%	56%	47%	51%	51%	36%	54%	33%
Female	528	-	528	33	75	52	94	105	169	92	167	121	148	163	105	41	113	94	81	9	103	20
	53%	-	100%	41%	49%	43%	47%	65%	59%	49%	56%	53%	52%	51%	50%	44%	53%	49%	49%	64%	46%	67%

	Page	Table	Title	Base Description	Base
	1	1	Q1. 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 – on a scale of 0-10, where 0 means you definitely would not vote, and 10 means you are certain to vote.	Base : All Respondents	1003
	2	2	Q2. Weighted by normal weightings Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	920
	3	3	Q2. Weighted by normal weightings and likelihood to vote Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	920
	4	4	Q2. Weighted by normal weightings, likelihood to vote and with undecided / refused removed Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	636
	5	5	Q2. Weighted by Normal weighting, likely to vote, with undecided / refused removed and then reallocated based on 2010 vote Q2. If there was a general election tomorrow, which party would you vote for? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	785
	6	6	Standard voting intention figures		

	Page	Table	Title	Base Description	Base
	7	7	Q3. Weighted by normal weightings Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	920
	8	8	Q3. Weighted by normal weightings and likelihood to vote Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	920
	9	9	Q3. Weighted by normal weightings, likelihood to vote and with undecided / refused removed Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	631
	10	10	Q3. Weighted by Normal weighting, likely to vote, with undecided / refused removed and then reallocated based on 2010 vote Q3. And thinking specifically about your own constituency and the candidates who are likely to stand there, which party's candidate do you think you will vote for in your own constituency at the next general election? Would it be: Conservative, Labour, Liberal Democrat, UK Independence Party (UKIP) or another party? [Prompted in randomising order]	Base : Likely to vote in general election	777
	11	11	Published voting intention figures (thinking about your constituency)		

	Page	Table	Title	Base Description	Base
	12	12	Q4. 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?	Base : All Respondents	1003
	13	13	Q5. Could you tell me which party you voted for at the last general election back in May 2010? Was it	Base : Voted in general election	760
	14	14	Q6. Which of the following do you think would make the best Prime Minister?	Base : All Respondents	1003
	15	15	Q7. Which of the following statements do you most agree with?	Base : All Respondents	1003
	16	16	Q8. Which of the following do you most trust to manage the economy in the best interests of Britain?	Base : All Respondents	1003
	17	17	Q9. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? David Cameron as Prime Minister	Base : All Respondents	1003
	18	18	Q10. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? Ed Miliband as Leader of the Labour Party	Base : All Respondents	1003
	19	19	Q11. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? Nick Clegg as Leader of the Liberal Democrats	Base : All Respondents	1003
	20	20	Q12. How good a job do you think each of the following are doing on a scale of 0 to 10, where 0 means they are doing a terrible job and 10 means they are doing an excellent job? Nigel Farage as Leader of the UK Independence Party (UKIP)	Base : All Respondents	1003
	21	21	Q13. 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	1003
	22	22	Q14. Which of the following would you MOST like to see as the outcome of the next election?	Base : All Respondents	1003
	23	23	Q15. And which of the following do you think is the MOST likely outcome of the next election?	Base : All Respondents	1003

	Page	Table	Title	Base Description	Base
	24	24	Q16. What is your age?	Base : All Respondents	1003
	25	25	Q17. SEG	Base : All Respondents	1003
	26	26	Q18. Sex	Base : All Respondents	1003
