

City of Chester Poll

CATI Fieldwork : 26th February - 5th March 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	477	523	54	121	175	187	185	278	460	194	89	210	245	313	40	97	34	6	271	262	110	
Weighted base	1000	485	515	139	166	168	165	144	219	275	296	157	224	223	311	44	98	38	6	243	219	113	
Certain to vote	(10)	573	293	281	37	68	103	103	105	157	184	162	79	120	152	217	23	57	20	4	176	177	77
		57%	60%	54%	27%	41%	61%	63%	73%	72%	67%	55%	50%	54%	68%	70%	52%	58%	54%	61%	73%	80%	68%
	(9)	65	37	28	3	14	7	14	13	15	17	18	15	13	16	21	2	9	6	-	20	15	6
		7%	8%	5%	2%	9%	4%	8%	9%	7%	6%	6%	10%	6%	7%	7%	5%	9%	15%	-	8%	7%	5%
	(8)	88	30	58	19	22	8	12	6	19	24	26	14	22	32	21	4	9	4	-	23	9	8
		9%	6%	11%	14%	14%	5%	8%	4%	9%	9%	9%	9%	10%	14%	7%	9%	9%	9%	-	9%	4%	7%
	(7)	53	16	37	22	5	12	6	2	7	9	23	13	8	8	13	10	8	1	-	3	5	8
		5%	3%	7%	16%	3%	7%	4%	1%	3%	3%	8%	8%	4%	4%	4%	23%	8%	2%	-	1%	2%	7%
	(6)	21	6	15	3	8	3	4	3	1	5	7	6	3	2	12	-	2	1	-	4	2	2
		2%	1%	3%	2%	5%	2%	2%	2%	*	2%	2%	4%	1%	1%	4%	-	2%	3%	-	2%	1%	2%
	(5)	74	37	37	19	20	11	8	7	9	15	24	12	22	9	19	1	11	5	2	11	9	7
		7%	8%	7%	14%	12%	7%	5%	5%	4%	5%	8%	8%	10%	4%	6%	1%	11%	12%	39%	4%	4%	6%
	(4)	10	3	7	3	4	2	-	*	1	3	4	-	3	-	5	1	*	1	-	1	-	1
		1%	1%	1%	2%	2%	1%	-	*	*	1%	1%	-	1%	-	2%	2%	1%	3%	-	*	-	1%
	(3)	13	4	9	2	3	3	1	3	2	5	4	1	2	2	2	-	2	1	-	3	1	-
		1%	1%	2%	2%	2%	2%	*	2%	1%	2%	1%	1%	1%	1%	1%	-	2%	2%	-	1%	*	-
	(2)	9	5	4	3	2	1	-	-	3	1	4	2	2	-	2	3	-	-	-	-	1	1
		1%	1%	1%	2%	1%	1%	-	-	1%	*	1%	1%	1%	-	1%	7%	-	-	-	-	*	1%
Definitely would not vote	(1)	89	53	37	29	19	17	16	4	4	11	24	13	27	-	-	-	-	-	-	2	1	2
		9%	11%	7%	20%	12%	10%	10%	3%	2%	4%	8%	8%	12%	-	-	-	-	-	-	1%	*	2%
Refused		1	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		*	-	*	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know		2	1	1	-	-	-	-	*	2	*	-	-	2	-	-	-	-	-	-	1	*	-
		*	*	*	-	-	-	-	*	1%	*	-	-	1%	-	-	-	-	-	-	*	*	-
Mean		8.11	8.11	8.11	6.21	7.37	8.04	8.42	9.04	9.09	8.73	8.00	8.00	7.76	9.22	9.04	8.29	8.65	8.56	8.05	9.24	9.46	8.91
Standard deviation		2.90	3.05	2.75	3.32	3.10	3.05	2.81	2.11	1.97	2.37	2.88	2.81	3.16	1.42	1.77	2.35	1.97	2.07	2.68	1.63	1.40	2.03
Standard error		0.09	0.14	0.12	0.45	0.28	0.23	0.21	0.16	0.12	0.11	0.21	0.30	0.22	0.09	0.10	0.37	0.20	0.36	1.09	0.10	0.09	0.19

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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	477	523	54	121	175	187	185	278	460	194	89	210	245	313	40	97	34	6	271	262	110
Weighted base	1000	485	515	139	166	168	165	144	219	275	296	157	224	223	311	44	98	38	6	243	219	113
Conservative	223 22%	118 24%	105 20%	19 13%	30 18%	38 23%	33 20%	37 26%	66 30%	86 31%	64 22%	32 20%	38 17%	223 100%	-	-	-	-	-	147 61%	13 6%	17 15%
Labour	311 31%	154 32%	157 31%	46 33%	55 33%	51 30%	55 33%	45 31%	59 27%	80 29%	97 33%	57 36%	72 32%	-	311 100%	-	-	-	-	19 8%	161 73%	33 29%
Liberal Democrat	44 4%	24 5%	21 4%	14 10%	8 5%	5 3%	6 4%	5 3%	7 3%	17 6%	14 5%	5 3%	7 3%	-	-	44 100%	-	-	-	2 1%	2 1%	24 21%
The UK Independence Party (UKIP)	98 10%	48 10%	50 10%	9 6%	11 7%	11 7%	16 10%	23 16%	28 13%	16 6%	22 7%	21 13%	33 15%	-	-	-	98 100%	-	-	23 9%	11 5%	10 9%
The Green Party	38 4%	18 4%	20 4%	3 2%	9 5%	11 7%	6 4%	7 5%	1 *	8 3%	21 7%	4 3%	5 2%	-	-	-	-	38 100%	-	3 1%	6 3%	4 3%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	6 1%	4 1%	2 *	1 1%	-	1 1%	1 1%	1 1%	1 *	2 1%	1 *	-	1 *	-	-	-	-	-	6 100%	3 1%	1 *	-
Would not vote	89 9%	53 11%	37 7%	29 20%	19 12%	17 10%	16 10%	4 3%	4 2%	11 4%	24 8%	13 8%	27 12%	-	-	-	-	-	-	2 1%	1 *	2 2%
Refused	72 7%	29 6%	43 8%	3 2%	9 6%	11 6%	12 7%	11 8%	25 12%	16 6%	19 6%	6 4%	15 7%	-	-	-	-	-	-	14 6%	3 1%	3 3%
Don't know	119 12%	39 8%	79 15%	16 11%	25 15%	22 13%	19 12%	9 7%	27 12%	39 14%	33 11%	20 13%	26 11%	-	-	-	-	-	-	30 12%	23 10%	20 17%

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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	575	291	284	22	57	93	109	124	169	284	113	51	112	196	251	30	71	23	4	189	196	69
Weighted base	540	277	263	54	76	90	94	96	130	166	159	86	114	176	236	29	69	26	4	162	162	71
Conservative	176	94	82	13	21	29	25	31	56	68	51	25	29	176	-	-	-	-	-	123	11	14
	33%	34%	31%	25%	28%	33%	27%	32%	43%	41%	32%	30%	26%	100%	-	-	-	-	-	76%	7%	20%
Labour	236	115	121	26	38	41	46	38	48	66	67	45	54	-	236	-	-	-	-	14	134	28
	44%	42%	46%	48%	50%	46%	48%	39%	37%	40%	42%	52%	47%	-	100%	-	-	-	-	9%	83%	40%
Liberal Democrat	29	17	12	7	6	3	5	4	5	14	6	2	6	-	-	29	-	-	-	1	1	19
	5%	6%	5%	13%	8%	4%	5%	4%	3%	8%	4%	3%	5%	-	-	100%	-	-	-	1%	1%	27%
The UK Independence Party (UKIP)	69	35	34	4	6	8	13	17	21	12	20	10	22	-	-	-	69	-	-	19	9	7
	13%	12%	13%	7%	7%	9%	14%	17%	16%	7%	12%	12%	20%	-	-	-	100%	-	-	12%	6%	10%
The Green Party	26	14	12	3	6	6	4	6	1	5	16	3	3	-	-	-	-	26	-	3	6	2
	5%	5%	5%	5%	7%	7%	5%	7%	1%	3%	10%	4%	2%	-	-	-	-	100%	-	2%	3%	3%
Some other party	4	2	2	1	-	1	1	*	*	1	*	-	*	-	-	-	-	-	4	1	*	-
	1%	1%	1%	2%	-	1%	1%	*	*	1%	*	-	*	-	-	-	-	-	100%	1%	*	-

City of Chester Poll
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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	34%
Labour	43%
Liberal Democrat	6%
UKIP	12%
Green	5%
Other	1%

City of Chester Poll

CATI Fieldwork : 26th February - 5th March 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	477	523	54	121	175	187	185	278	460	194	89	210	245	313	40	97	34	6	271	262	110
Weighted base	1000	485	515	139	166	168	165	144	219	275	296	157	224	223	311	44	98	38	6	243	219	113
Conservative	231	118	113	20	34	38	28	41	71	88	67	31	41	194	3	2	11	5	-	152	6	17
	23%	24%	22%	14%	20%	22%	17%	28%	32%	32%	23%	20%	18%	87%	1%	4%	11%	13%	-	63%	3%	16%
Labour	324	161	164	46	61	53	55	48	61	82	98	59	80	6	284	3	9	9	-	23	167	34
	32%	33%	32%	33%	37%	31%	34%	34%	28%	30%	33%	38%	36%	3%	91%	7%	10%	23%	-	9%	76%	30%
Liberal Democrat	53	25	28	11	4	9	8	9	12	17	17	6	12	3	6	31	3	1	-	3	7	26
	5%	5%	6%	8%	2%	5%	5%	6%	5%	6%	6%	4%	5%	1%	2%	71%	3%	2%	-	1%	3%	23%
The UK Independence Party (UKIP)	86	47	39	5	12	11	18	16	23	17	18	19	27	2	3	1	72	1	-	24	8	5
	9%	10%	8%	4%	7%	7%	11%	11%	11%	6%	6%	12%	12%	1%	1%	2%	74%	1%	-	10%	4%	5%
The Green Party	28	15	14	3	4	6	7	6	2	9	15	3	2	2	2	1	-	20	-	2	6	1
	3%	3%	3%	2%	3%	4%	4%	4%	1%	3%	5%	2%	1%	1%	1%	2%	-	52%	-	1%	3%	1%
The British National Party (BNP)	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	5	5	-	-	1	1	1	2	1	2	1	-	1	-	-	-	-	*	4	2	1	1
	1%	1%	-	-	1%	1%	*	1%	*	1%	*	-	*	-	-	-	-	1%	66%	1%	*	1%
Would not vote	89	53	37	29	19	17	16	4	4	11	24	13	27	-	-	-	-	-	-	2	1	2
	9%	11%	7%	20%	12%	10%	10%	3%	2%	4%	8%	8%	12%	-	-	-	-	-	-	1%	*	2%
Refused	47	18	29	3	6	6	9	8	15	12	9	5	11	-	-	-	-	-	-	6	-	-
	5%	4%	6%	2%	4%	3%	5%	6%	7%	4%	3%	3%	5%	-	-	-	-	-	-	2%	-	-
Don't know	135	43	91	23	24	27	23	9	28	38	47	22	23	16	13	6	2	3	2	30	24	25
	13%	9%	18%	16%	15%	16%	14%	6%	13%	14%	16%	14%	10%	7%	4%	14%	2%	7%	34%	12%	11%	22%

City of Chester Poll

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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	589	298	291	20	57	97	110	126	178	290	116	52	117	186	244	27	70	21	2	195	200	70
Weighted base	548	283	265	49	77	91	94	99	138	169	160	86	119	165	228	26	67	25	2	168	163	70
Conservative	182	93	88	13	23	29	22	34	61	69	55	23	31	154	3	2	8	3	-	127	5	14
	33%	33%	33%	27%	30%	31%	24%	34%	44%	41%	34%	27%	26%	93%	1%	6%	11%	13%	-	76%	3%	20%
Labour	250	124	126	30	41	43	46	40	50	68	69	46	62	5	218	2	8	6	-	17	140	30
	46%	44%	47%	61%	53%	47%	48%	41%	36%	40%	43%	54%	52%	3%	96%	8%	12%	26%	-	10%	86%	42%
Liberal Democrat	37	18	19	5	4	7	7	8	8	13	10	3	9	2	5	21	2	*	-	1	6	22
	7%	7%	7%	10%	5%	7%	7%	8%	6%	8%	6%	4%	8%	1%	2%	80%	3%	*	-	1%	4%	32%
The UK Independence Party (UKIP)	56	32	24	*	6	8	14	11	16	12	16	10	14	2	*	*	49	*	-	20	6	3
	10%	11%	9%	1%	8%	9%	15%	11%	12%	7%	10%	12%	12%	1%	*	2%	73%	2%	-	12%	4%	5%
The Green Party	20	12	8	*	3	4	5	5	2	6	10	2	2	2	2	1	-	14	-	2	5	1
	4%	4%	3%	1%	4%	5%	5%	5%	1%	4%	6%	2%	1%	1%	1%	4%	-	58%	-	1%	3%	1%
The British National Party (BNP)	1	1	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-
	*	*	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	2	2	-	-	*	1	*	1	*	1	*	-	*	-	-	-	-	*	2	*	*	*
	*	1%	-	-	*	1%	1%	1%	*	1%	*	-	*	-	-	-	-	2%	100%	*	*	*

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Col percents

Table 7

Constituency Voting Intention (Turnout Weighted)

This table is based on a manual adjustment of data reallocating some don't knows - a procedure which addresses the spiral of silence among some groups of voters, which has successfully increased the accuracy of voting intention polls at recent General Elections

	<u>Total</u>
Conservative	34%
Labour	45%
Liberal Democrat	7%
UKIP	10%
Green	3%
Other	1%

City of Chester 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	477	523	54	121	175	187	185	278	460	194	89	210	245	313	40	97	34	6	271	262	110
Weighted base	1000	485	515	139	166	168	165	144	219	275	296	157	224	223	311	44	98	38	6	243	219	113
I would not vote UKIP	677	318	358	91	115	122	116	95	136	209	219	92	136	166	269	43	-	34	5	158	178	90
	68%	66%	70%	66%	70%	73%	71%	66%	62%	76%	74%	59%	60%	75%	86%	97%	-	89%	84%	65%	81%	80%
I would not vote Liberal Democrat	615	314	300	68	93	98	107	103	147	156	186	99	151	150	227	-	81	25	5	170	158	45
	61%	65%	58%	49%	56%	58%	65%	71%	67%	57%	63%	63%	67%	67%	73%	-	83%	66%	78%	70%	72%	40%
I would not vote Conservative	493	251	243	76	78	83	89	81	86	120	133	86	132	-	260	21	72	27	4	27	174	69
	49%	52%	47%	55%	47%	50%	54%	56%	39%	44%	45%	54%	59%	-	84%	47%	73%	71%	67%	11%	79%	62%
I would not vote Labour	353	183	170	24	49	56	64	64	96	114	98	45	71	153	-	14	65	17	5	163	12	37
	35%	38%	33%	18%	29%	33%	39%	45%	44%	42%	33%	28%	32%	69%	-	32%	66%	44%	83%	67%	6%	32%
None of these - I would potentially vote for all of them	79	38	41	18	19	12	7	7	17	14	20	22	15	7	13	1	5	2	-	12	8	3
	8%	8%	8%	13%	12%	7%	4%	5%	8%	5%	7%	14%	7%	3%	4%	1%	5%	4%	-	5%	4%	3%
Don't know	11	2	9	1	3	1	1	1	3	3	2	-	4	1	-	1	1	-	-	-	2	1
	1%	*	2%	1%	2%	1%	1%	1%	1%	1%	1%	-	2%	*	-	2%	1%	-	-	-	1%	1%

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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	477	523	54	121	175	187	185	278	460	194	89	210	245	313	40	97	34	6	271	262	110	
Weighted base	1000	485	515	139	166	168	165	144	219	275	296	157	224	223	311	44	98	38	6	243	219	113	
NET: Well	651	323	328	92	104	110	95	96	154	198	199	113	124	199	197	38	52	20	3	197	138	72	
	65%	67%	64%	66%	63%	65%	58%	67%	70%	72%	67%	72%	55%	89%	63%	85%	53%	54%	45%	81%	63%	64%	
Very well	(4)	61	35	26	12	8	4	15	9	14	11	17	13	15	21	14	1	11	-	-	17	11	2
		6%	7%	5%	8%	5%	2%	9%	6%	6%	4%	6%	9%	7%	9%	5%	3%	11%	-	-	7%	5%	2%
Quite well	(3)	590	288	302	81	96	106	80	87	140	187	182	99	108	179	183	37	42	20	3	180	127	70
		59%	59%	59%	58%	58%	63%	49%	61%	64%	68%	62%	63%	48%	80%	59%	83%	42%	54%	45%	74%	58%	62%
Quite badly	(2)	234	112	123	43	42	38	47	31	35	59	70	33	62	17	93	2	33	10	2	32	59	31
		23%	23%	24%	30%	25%	22%	28%	22%	16%	21%	24%	21%	28%	8%	30%	5%	34%	27%	38%	13%	27%	27%
Very badly	(1)	67	28	39	2	17	14	14	11	9	9	16	9	24	-	14	*	12	7	-	5	17	6
		7%	6%	8%	2%	10%	8%	8%	7%	4%	3%	5%	6%	11%	-	5%	1%	12%	17%	-	2%	8%	5%
NET: Badly		301	139	162	45	59	52	60	42	43	68	86	42	86	17	108	3	45	17	2	37	75	36
		30%	29%	31%	32%	35%	31%	37%	29%	20%	25%	29%	27%	38%	8%	35%	6%	46%	44%	38%	15%	34%	32%
Don't know		48	22	25	2	3	7	9	5	21	10	10	3	14	7	7	4	1	1	1	8	7	4
		5%	5%	5%	2%	2%	4%	6%	4%	10%	3%	4%	2%	6%	3%	2%	8%	1%	3%	18%	3%	3%	4%
Mean		2.68	2.71	2.64	2.74	2.58	2.62	2.62	2.68	2.81	2.75	2.70	2.76	2.55	3.02	2.65	2.95	2.52	2.38	2.54	2.90	2.62	2.64
Standard deviation		0.70	0.69	0.70	0.63	0.74	0.68	0.78	0.71	0.62	0.58	0.67	0.69	0.79	0.42	0.64	0.37	0.85	0.78	0.56	0.53	0.70	0.62
Standard error		0.02	0.03	0.03	0.09	0.07	0.05	0.06	0.05	0.04	0.03	0.05	0.07	0.06	0.03	0.04	0.06	0.09	0.14	0.25	0.03	0.04	0.06

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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	477	523	54	121	175	187	185	278	460	194	89	210	245	313	40	97	34	6	271	262	110	
Weighted base	1000	485	515	139	166	168	165	144	219	275	296	157	224	223	311	44	98	38	6	243	219	113	
NET: Well	688	343	344	102	107	117	99	100	162	210	218	115	125	197	207	35	58	21	4	201	146	82	
	69%	71%	67%	73%	65%	70%	60%	70%	74%	76%	74%	73%	56%	89%	67%	79%	59%	55%	65%	83%	67%	73%	
Very well	(4)	68	47	22	8	10	7	15	13	15	18	19	17	13	16	20	1	9	1	1	22	14	4
		7%	10%	4%	6%	6%	4%	9%	9%	7%	7%	6%	11%	6%	7%	7%	2%	9%	3%	18%	9%	6%	4%
Quite well	(3)	619	296	323	94	97	110	84	87	147	192	199	99	112	182	187	34	49	20	3	178	132	78
		62%	61%	63%	67%	59%	66%	51%	61%	67%	70%	67%	63%	50%	82%	60%	77%	50%	52%	46%	74%	60%	69%
Quite badly	(2)	203	92	111	34	37	36	40	30	26	48	53	29	63	16	73	5	29	12	1	30	48	23
		20%	19%	22%	24%	23%	21%	24%	21%	12%	17%	18%	18%	28%	7%	23%	12%	30%	31%	17%	12%	22%	21%
Very badly	(1)	55	21	35	-	15	10	15	6	9	6	16	9	20	1	18	-	9	5	-	4	13	4
		6%	4%	7%	-	9%	6%	9%	4%	4%	2%	5%	6%	9%	1%	6%	-	9%	14%	-	2%	6%	3%
NET: Badly		258	113	146	34	53	46	55	37	35	53	68	38	83	17	91	5	38	17	1	34	61	27
		26%	23%	28%	24%	32%	28%	33%	25%	16%	19%	23%	24%	37%	8%	29%	12%	39%	45%	17%	14%	28%	24%
Don't know		54	29	25	3	6	5	11	7	22	12	10	4	16	8	14	4	2	-	1	8	12	4
		5%	6%	5%	2%	3%	3%	7%	5%	10%	4%	3%	2%	7%	4%	4%	8%	2%	-	18%	3%	5%	3%
Mean		2.74	2.81	2.68	2.81	2.64	2.70	2.65	2.79	2.86	2.84	2.77	2.80	2.57	2.99	2.70	2.89	2.61	2.44	3.01	2.93	2.71	2.76
Standard deviation		0.67	0.67	0.67	0.53	0.74	0.65	0.79	0.67	0.61	0.56	0.65	0.71	0.75	0.42	0.68	0.38	0.79	0.77	0.74	0.54	0.68	0.58
Standard error		0.02	0.03	0.03	0.07	0.07	0.05	0.06	0.05	0.04	0.03	0.05	0.08	0.05	0.03	0.04	0.06	0.08	0.13	0.33	0.03	0.04	0.06

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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	477	523	54	121	175	187	185	278	460	194	89	210	245	313	40	97	34	6	271	262	110
Weighted base	1000	485	515	139	166	168	165	144	219	275	296	157	224	223	311	44	98	38	6	243	219	113
I am satisfied with the job David Cameron is doing overall as Prime Minister	299 30%	152 31%	147 29%	38 27%	55 33%	49 29%	43 26%	35 25%	79 36%	98 36%	78 26%	58 37%	51 23%	156 70%	35 11%	15 34%	22 23%	5 14%	- -	130 53%	30 14%	38 33%
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	232 23%	105 22%	127 25%	32 23%	39 24%	41 24%	38 23%	37 26%	46 21%	66 24%	79 27%	30 19%	50 22%	59 27%	42 13%	13 29%	40 41%	7 18%	4 64%	80 33%	29 13%	27 24%
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.	331 33%	167 34%	164 32%	58 42%	53 32%	49 29%	54 33%	58 41%	58 27%	80 29%	107 36%	46 29%	88 39%	3 2%	228 73%	12 26%	21 22%	18 46%	- -	18 7%	142 65%	39 34%
Refused	35 3%	19 4%	16 3%	1 1%	1 1%	6 4%	11 7%	6 5%	9 4%	7 3%	5 2%	5 3%	6 3%	- -	1 *	1 3%	3 3%	2 6%	2 36%	2 1%	2 1%	2 2%
Don't know	103 10%	41 8%	62 12%	11 8%	17 10%	22 13%	19 12%	7 5%	27 12%	24 9%	27 9%	18 11%	29 13%	4 2%	5 1%	4 8%	11 12%	6 15%	- -	14 6%	16 7%	7 6%

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Absolutes/col percents

Table 12

Q.8 I would like to ask whether any of the main political parties have contacted you over the last few weeks - whether by delivering leaflets or newspapers, sending personally addressed letters, emailing, telephoning you at home or knocking on your door. Have you heard in any of these ways from...?
Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote				
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	477	523	54	121	175	187	185	278	460	194	89	210	245	313	40	97	34	6	271	262	110
Weighted base	1000	485	515	139	166	168	165	144	219	275	296	157	224	223	311	44	98	38	6	243	219	113
The Conservatives	533	286	246	48	80	80	102	92	131	166	146	88	111	128	170	30	52	21	4	156	114	66
	53%	59%	48%	34%	48%	48%	62%	64%	60%	60%	49%	56%	50%	57%	55%	67%	53%	56%	73%	64%	52%	59%
Labour	511	253	258	60	90	88	82	81	110	136	154	90	115	99	198	25	55	22	3	114	138	62
	51%	52%	50%	43%	54%	53%	50%	56%	50%	50%	52%	57%	51%	45%	64%	57%	56%	59%	58%	47%	63%	55%
The UK Independence Party (UKIP)	166	97	68	18	31	20	28	31	37	43	45	26	44	33	45	10	28	7	2	35	35	22
	17%	20%	13%	13%	19%	12%	17%	21%	17%	16%	15%	17%	20%	15%	14%	23%	29%	18%	35%	14%	16%	20%
The Liberal Democrat	113	63	50	13	18	18	20	19	24	33	28	26	24	21	46	13	8	3	1	24	32	20
	11%	13%	10%	9%	11%	11%	12%	13%	11%	12%	9%	17%	11%	10%	15%	30%	8%	9%	18%	10%	15%	18%
None of them	250	115	135	52	43	48	36	24	48	64	82	36	52	57	57	11	19	4	1	55	48	29
	25%	24%	26%	37%	26%	29%	22%	17%	22%	23%	28%	23%	23%	25%	18%	26%	19%	11%	9%	23%	22%	26%
Don't know	15	4	11	1	4	4	1	1	4	7	1	2	3	5	1	-	1	-	-	2	2	1
	1%	1%	2%	1%	2%	2%	1%	1%	2%	3%	*	1%	1%	2%	*	-	1%	-	-	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	477	523	54	121	175	187	185	278	460	194	89	210	245	313	40	97	34	6	271	262	110
Weighted base	1000	485	515	139	166	168	165	144	219	275	296	157	224	223	311	44	98	38	6	243	219	113
A Labour government	371	172	199	73	71	57	59	55	56	74	116	68	101	1	259	-	28	11	-	18	156	32
	37%	36%	39%	52%	43%	34%	36%	38%	26%	27%	39%	43%	45%	*	83%	-	29%	28%	-	7%	71%	28%
A Conservative government	254	131	123	23	34	42	35	39	81	84	74	41	50	177	5	6	29	4	2	150	14	21
	25%	27%	24%	17%	20%	25%	21%	27%	37%	30%	25%	26%	22%	80%	2%	13%	29%	11%	33%	62%	7%	19%
A coalition between Labour and the Liberal Democrats	105	62	43	15	22	18	16	12	21	39	35	10	19	-	41	25	5	15	-	9	25	30
	10%	13%	8%	11%	13%	11%	10%	8%	10%	14%	12%	7%	9%	-	13%	56%	5%	38%	-	4%	11%	26%
A coalition between the Conservatives and the Liberal Democrats	95	43	52	4	11	19	19	16	25	36	29	13	16	40	3	11	10	4	1	38	6	24
	10%	9%	10%	3%	7%	11%	12%	11%	12%	13%	10%	8%	7%	18%	1%	24%	10%	11%	22%	16%	3%	22%
Don't know	175	77	98	24	27	31	36	21	36	42	43	26	39	5	3	3	26	4	3	28	18	6
	17%	16%	19%	17%	16%	19%	22%	15%	16%	15%	14%	17%	17%	2%	1%	6%	27%	10%	45%	11%	8%	5%

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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	477 48%	485 48%
Female	523 52%	515 52%

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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	54 5%	139 14%
25-34	121 12%	166 17%
35-44	175 18%	168 17%
45-54	187 19%	165 16%
55-64	185 19%	144 14%
65 or older	278 28%	219 22%

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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	171 17%	100 10%
B	289 29%	175 18%
C1	194 19%	296 30%
C2	89 9%	157 16%
D	77 8%	96 10%
E	133 13%	129 13%
Refused	47 5%	47 5%

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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	271 27%	243 24%
Labour	262 26%	219 22%
Liberal Democrats	110 11%	113 11%
Another party	37 4%	32 3%
Did not vote	231 23%	317 32%
Refused	48 5%	38 4%
Don't know	41 4%	38 4%