

Norwich North Poll

CATI Fieldwork : 4th - 12th 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	469	531	58	115	128	191	177	328	278	235	174	278	236	232	29	109	69	10	270	218	88	
Weighted base	1000	494	506	105	177	171	164	143	237	156	296	238	274	206	225	36	116	79	10	233	184	101	
Certain to vote	(10)	500	268	232	29	65	69	84	102	149	100	156	96	133	140	142	21	60	45	3	163	146	64
		50%	54%	46%	27%	37%	40%	51%	71%	63%	64%	53%	40%	49%	68%	63%	59%	52%	57%	29%	70%	79%	64%
	(9)	53	29	24	4	2	20	9	6	13	9	17	13	11	12	14	1	6	8	-	18	11	7
		5%	6%	5%	4%	1%	11%	5%	4%	6%	6%	6%	6%	4%	6%	6%	4%	5%	10%	-	8%	6%	7%
	(8)	85	42	44	13	18	19	10	12	14	10	25	30	16	17	23	1	10	11	3	18	13	10
		9%	8%	9%	12%	10%	11%	6%	8%	6%	6%	9%	13%	6%	8%	10%	3%	9%	14%	30%	8%	7%	10%
	(7)	52	28	24	6	11	12	9	4	10	11	16	8	15	12	9	4	15	2	-	9	4	7
		5%	6%	5%	6%	6%	7%	6%	3%	4%	7%	5%	3%	5%	6%	4%	12%	13%	3%	-	4%	2%	7%
	(6)	35	20	15	8	9	4	7	-	8	5	6	10	14	5	9	-	6	2	-	4	1	2
		4%	4%	3%	8%	5%	2%	4%	-	3%	3%	2%	4%	5%	3%	4%	-	6%	3%	-	2%	1%	2%
	(5)	66	22	43	12	16	8	9	5	16	9	16	16	24	9	20	-	11	5	2	11	5	1
		7%	4%	9%	11%	9%	5%	6%	3%	7%	6%	5%	7%	9%	4%	9%	-	9%	6%	21%	5%	3%	1%
	(4)	29	16	12	4	8	5	5	4	2	1	13	8	6	7	4	5	1	1	1	-	2	2
		3%	3%	2%	4%	4%	3%	3%	3%	1%	1%	4%	4%	2%	3%	2%	15%	1%	2%	11%	-	1%	2%
	(3)	31	12	19	5	9	10	2	1	3	1	10	10	9	-	2	3	3	3	1	3	2	4
		3%	2%	4%	5%	5%	6%	1%	1%	1%	1%	4%	4%	3%	-	1%	7%	2%	3%	9%	1%	1%	4%
	(2)	22	8	14	2	7	6	4	-	3	1	8	5	7	5	2	-	3	2	-	4	-	-
		2%	2%	3%	2%	4%	3%	2%	-	1%	1%	3%	2%	3%	2%	1%	-	3%	3%	-	2%	-	-
Definitely would not vote	(1)	119	47	73	23	29	19	26	9	14	9	28	39	36	-	-	-	-	-	-	2	-	2
		12%	9%	14%	21%	17%	11%	16%	6%	6%	5%	10%	16%	13%	-	-	-	-	-	-	1%	-	2%
Don't know		8	2	6	-	3	-	-	1	4	1	-	4	2	-	-	-	-	-	-	2	-	1
		1%	*	1%	-	2%	-	-	1%	2%	1%	-	2%	1%	-	-	-	-	-	-	1%	-	1%
Mean		7.49	7.86	7.13	6.00	6.45	7.28	7.34	8.74	8.42	8.55	7.68	6.92	7.24	8.91	8.76	8.12	8.24	8.60	7.08	9.05	9.42	8.78
Standard deviation		3.25	3.04	3.40	3.43	3.47	3.22	3.44	2.55	2.68	2.51	3.16	3.44	3.35	1.96	1.97	2.63	2.26	2.18	2.62	1.91	1.41	2.17
Standard error		0.10	0.14	0.15	0.45	0.33	0.28	0.25	0.19	0.15	0.15	0.21	0.26	0.20	0.13	0.13	0.49	0.22	0.26	0.83	0.12	0.10	0.23

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Absolutes/col percents

Table 2

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

Base: All respondents

	Total	Gender		Age						SEG				Voting Intention						2010 Vote		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	469	531	58	115	128	191	177	328	278	235	174	278	236	232	29	109	69	10	270	218	88
Weighted base	1000	494	506	105	177	171	164	143	237	156	296	238	274	206	225	36	116	79	10	233	184	101
Conservative	206	94	112	10	21	35	30	34	76	42	68	35	53	206	-	-	-	-	-	137	4	12
	21%	19%	22%	10%	12%	20%	18%	24%	32%	27%	23%	15%	19%	100%	-	-	-	-	-	59%	2%	12%
Labour	225	118	107	16	49	38	36	36	49	39	59	57	61	-	225	-	-	-	-	12	124	21
	22%	24%	21%	15%	28%	22%	22%	25%	21%	25%	20%	24%	22%	-	100%	-	-	-	-	5%	67%	21%
Liberal Democrat	36	17	19	4	11	6	3	6	5	5	23	2	6	-	-	36	-	-	-	4	-	21
	4%	3%	4%	4%	6%	4%	2%	4%	2%	3%	8%	1%	2%	-	-	100%	-	-	-	2%	-	21%
The UK Independence Party (UKIP)	116	75	41	9	19	20	22	21	24	11	25	37	40	-	-	-	116	-	-	29	14	8
	12%	15%	8%	9%	11%	12%	13%	14%	10%	7%	9%	16%	15%	-	-	-	100%	-	-	13%	8%	8%
The Green Party	79	45	34	20	16	13	16	7	7	15	38	10	15	-	-	-	-	79	-	11	16	24
	8%	9%	7%	19%	9%	7%	10%	5%	3%	10%	13%	4%	5%	-	-	-	100%	-	-	5%	8%	24%
The British National Party (BNP)	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	11%	-	-	-
Some other party	9	2	6	-	1	4	3	1	-	2	3	3	1	-	-	-	-	-	9	1	1	-
	1%	*	1%	-	*	2%	2%	1%	-	2%	1%	1%	*	-	-	-	-	-	89%	1%	*	-
Would not vote	119	47	73	23	29	19	26	9	14	9	28	39	36	-	-	-	-	-	-	2	-	2
	12%	9%	14%	21%	17%	11%	16%	6%	6%	5%	10%	16%	13%	-	-	-	-	-	-	1%	-	2%
Refused	48	23	25	3	-	2	7	11	24	8	15	5	15	-	-	-	-	-	-	10	-	*
	5%	5%	5%	3%	-	1%	4%	8%	10%	5%	5%	2%	5%	-	-	-	-	-	-	4%	-	*
Don't know	162	72	90	21	31	34	21	18	38	25	36	49	47	-	-	-	-	-	-	28	26	13
	16%	15%	18%	20%	18%	20%	13%	12%	16%	16%	12%	21%	17%	-	-	-	-	-	-	12%	14%	12%

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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	504	258	246	19	48	61	95	106	173	160	123	78	130	181	173	20	73	52	5	178	156	56
Weighted base	473	254	219	33	73	78	79	85	122	88	148	101	123	154	162	23	74	56	5	152	133	65
Conservative	154	68	86	6	13	25	22	29	59	33	48	26	41	154	-	-	-	-	-	113	3	9
	33%	27%	39%	18%	18%	32%	27%	34%	48%	38%	32%	25%	34%	100%	-	-	-	-	-	74%	2%	14%
Labour	162	91	70	12	29	26	27	30	37	29	43	41	43	-	162	-	-	-	-	5	104	16
	34%	36%	32%	35%	39%	33%	34%	35%	30%	33%	29%	40%	35%	-	100%	-	-	-	-	3%	78%	24%
Liberal Democrat	23	12	11	1	9	2	2	5	4	4	13	*	6	-	-	23	-	-	-	3	-	17
	5%	5%	5%	3%	12%	2%	2%	6%	3%	4%	9%	*	5%	-	-	100%	-	-	-	2%	-	26%
The UK Independence Party (UKIP)	74	51	24	4	9	14	14	16	18	7	18	26	22	-	-	-	74	-	-	23	12	5
	16%	20%	11%	13%	12%	18%	18%	18%	14%	8%	12%	26%	18%	-	-	-	100%	-	-	15%	9%	7%
The Green Party	56	30	26	10	13	10	12	6	5	12	25	7	11	-	-	-	-	56	-	8	13	18
	12%	12%	12%	31%	18%	13%	15%	7%	4%	14%	17%	7%	9%	-	-	-	-	100%	-	5%	10%	28%
The British National Party (BNP)	*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-
	*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	1%	-	-	-
Some other party	5	1	3	-	1	2	2	*	-	2	1	2	*	-	-	-	-	-	5	1	1	-
	1%	1%	2%	-	1%	2%	3%	*	-	2%	1%	2%	*	-	-	-	-	-	99%	1%	*	-

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Col percents

Table 4

Voting Intention (Turnout Weighted)

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

	<u>Total</u>
Conservative	34%
Labour	34%
Liberal Democrat	5%
UKIP	15%
Green	11%
Other	1%

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Absolutes/col percents

Table 5

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention						2010 Vote			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem
Unweighted base	1000	469	531	58	115	128	191	177	328	278	235	174	278	236	232	29	109	69	10	270	218	88
Weighted base	1000	494	506	105	177	171	164	143	237	156	296	238	274	206	225	36	116	79	10	233	184	101
Conservative	227	105	122	11	22	44	31	38	81	47	80	32	60	187	5	-	7	3	1	142	4	16
	23%	21%	24%	11%	12%	25%	19%	27%	34%	30%	27%	13%	22%	91%	2%	-	6%	4%	9%	61%	2%	16%
Labour	247	125	121	21	47	43	42	39	53	39	62	68	69	3	203	1	5	11	-	15	130	24
	25%	25%	24%	20%	27%	25%	26%	27%	22%	25%	21%	29%	25%	1%	90%	3%	5%	14%	-	6%	71%	24%
Liberal Democrat	39	21	18	7	9	6	5	7	5	6	25	2	6	2	1	31	-	3	-	4	-	24
	4%	4%	4%	6%	5%	4%	3%	5%	2%	4%	8%	1%	2%	1%	*	88%	-	4%	-	2%	-	24%
The UK Independence Party (UKIP)	117	75	42	11	17	19	24	23	23	10	26	43	38	4	1	2	94	-	3	29	14	8
	12%	15%	8%	11%	9%	11%	15%	16%	10%	7%	9%	18%	14%	2%	*	5%	82%	-	28%	12%	7%	7%
The Green Party	68	39	29	12	16	14	13	7	6	17	24	15	12	1	5	-	3	53	-	7	13	21
	7%	8%	6%	11%	9%	8%	8%	5%	3%	11%	8%	6%	4%	*	2%	-	3%	68%	-	3%	7%	20%
The British National Party (BNP)	1	1	-	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	1	-	-	-
	*	*	-	-	-	-	-	1%	-	-	-	*	-	-	-	-	-	-	11%	-	-	-
Some other party	4	1	3	-	1	2	1	-	-	2	2	-	-	-	-	-	-	-	4	1	1	-
	*	*	1%	-	*	1%	1%	-	-	2%	1%	-	-	-	-	-	-	-	40%	1%	*	-
Would not vote	119	47	73	23	29	19	26	9	14	9	28	39	36	-	-	-	-	-	-	2	-	2
	12%	9%	14%	21%	17%	11%	16%	6%	6%	5%	10%	16%	13%	-	-	-	-	-	-	1%	-	2%
Refused	34	17	17	3	-	-	5	7	17	5	11	2	11	1	-	-	-	-	-	5	1	*
	3%	3%	3%	3%	-	-	3%	5%	7%	3%	4%	1%	4%	*	-	-	-	-	-	2%	*	*
Don't know	143	62	82	18	36	24	17	12	37	21	38	36	42	9	10	2	6	8	1	29	22	6
	14%	12%	16%	17%	20%	14%	10%	8%	15%	14%	13%	15%	15%	4%	4%	5%	5%	10%	12%	12%	12%	6%

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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	533	271	262	20	46	66	97	117	185	171	128	83	138	174	168	20	72	49	5	186	161	62
Weighted base	496	264	232	35	69	85	82	93	131	93	154	106	129	148	156	23	73	54	4	158	135	70
Conservative	165	74	91	6	13	27	24	31	63	36	56	21	44	141	1	-	5	2	*	118	3	13
	33%	28%	39%	17%	19%	32%	29%	34%	48%	39%	36%	20%	34%	95%	1%	-	7%	4%	*	74%	2%	18%
Labour	173	95	77	14	27	29	29	32	41	29	45	43	49	3	148	*	2	9	-	7	109	17
	35%	36%	33%	39%	38%	35%	35%	35%	32%	31%	29%	41%	38%	2%	95%	*	3%	16%	-	4%	81%	25%
Liberal Democrat	24	14	10	1	7	2	3	6	5	5	14	*	5	1	1	21	-	*	-	3	-	18
	5%	5%	4%	3%	10%	3%	4%	6%	4%	5%	9%	*	4%	*	*	93%	-	1%	-	2%	-	26%
The UK Independence Party (UKIP)	81	53	28	4	10	14	17	18	17	7	19	33	22	3	1	1	64	-	2	24	11	5
	16%	20%	12%	13%	14%	17%	21%	19%	13%	8%	12%	31%	17%	2%	1%	7%	87%	-	50%	15%	8%	7%
The Green Party	52	28	24	10	12	11	10	6	5	14	21	9	9	1	4	-	2	42	-	6	11	17
	10%	11%	10%	28%	17%	13%	12%	6%	4%	15%	13%	8%	7%	*	3%	-	2%	79%	-	4%	8%	25%
The British National Party (BNP)	*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	*	-	-	-
	*	*	-	-	-	-	-	*	-	-	-	*	-	-	-	-	-	-	2%	-	-	-
Some other party	2	1	1	-	1	1	*	-	-	2	*	-	-	-	-	-	-	-	2	1	1	-
	*	*	1%	-	1%	1%	1%	-	-	2%	*	-	-	-	-	-	-	-	48%	*	*	-

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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	35%
Liberal Democrat	5%
UKIP	16%
Green	10%

Other *

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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	469	531	58	115	128	191	177	328	278	235	174	278	236	232	29	109	69	10	270	218	88
Weighted base	1000	494	506	105	177	171	164	143	237	156	296	238	274	206	225	36	116	79	10	233	184	101
I would not vote Liberal Democrat	636 64%	332 67%	304 60%	68 65%	102 58%	107 63%	108 66%	93 65%	158 67%	91 58%	180 61%	169 71%	177 64%	133 65%	166 74%	-	91 79%	53 68%	8 83%	155 67%	139 75%	47 47%
I would not vote UKIP	628 63%	287 58%	341 67%	64 61%	121 68%	106 62%	98 60%	87 61%	151 64%	114 73%	210 71%	130 55%	155 56%	159 77%	185 83%	33 93%	-	69 88%	3 28%	146 62%	144 78%	74 73%
I would not vote Conservative	485 48%	249 51%	235 46%	48 46%	101 57%	81 47%	83 51%	78 55%	93 39%	70 45%	130 44%	133 56%	140 51%	-	175 78%	23 63%	69 60%	56 71%	6 58%	27 12%	146 79%	70 70%
I would not vote Labour	440 44%	221 45%	219 43%	39 37%	71 40%	62 36%	80 49%	72 50%	116 49%	67 43%	130 44%	105 44%	122 44%	156 76%	-	16 45%	84 73%	28 35%	6 65%	160 69%	14 7%	45 45%
None of these - I would potentially vote for all of them	87 9%	44 9%	43 8%	10 10%	19 11%	15 8%	15 9%	7 5%	20 8%	8 5%	26 9%	24 10%	25 9%	5 3%	8 4%	*	12 11%	3 4%	1 12%	14 6%	6 3%	5 5%
Don't know	8 1%	2 *	6 1%	-	-	-	*	1 1%	6 3%	1 1%	1 *	-	5 2%	-	-	-	-	-	-	-	1 1%	-

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Table 9

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

Base: All respondents

	Total	Gender		Age					SEG				Voting Intention					2010 Vote					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Con	Lab	LibDem	UKIP	Green	Other	Con	Lab	LibDem	
Unweighted base	1000	469	531	58	115	128	191	177	328	278	235	174	278	236	232	29	109	69	10	270	218	88	
Weighted base	1000	494	506	105	177	171	164	143	237	156	296	238	274	206	225	36	116	79	10	233	184	101	
NET: Well	595	313	281	53	114	101	96	77	152	105	189	131	152	179	131	23	58	33	6	178	102	61	
	59%	63%	56%	51%	64%	59%	58%	54%	64%	67%	64%	55%	55%	87%	58%	65%	51%	42%	59%	76%	55%	61%	
Very well	(4)	55	33	22	8	10	9	4	7	17	3	6	17	24	21	9	-	6	2	-	19	6	-
		6%	7%	4%	8%	5%	6%	2%	5%	7%	2%	2%	7%	9%	10%	4%	-	5%	3%	-	8%	3%	-
Quite well	(3)	539	280	259	45	105	91	92	70	135	101	182	114	128	158	122	23	53	31	6	159	96	61
		54%	57%	51%	43%	59%	53%	56%	49%	57%	65%	62%	48%	47%	77%	54%	65%	46%	40%	59%	68%	52%	61%
Quite badly	(2)	278	127	151	44	37	58	45	45	50	39	81	76	75	23	73	8	45	39	3	39	65	30
		28%	26%	30%	42%	21%	34%	27%	31%	21%	25%	27%	32%	27%	11%	32%	23%	39%	49%	25%	17%	35%	30%
Very badly	(1)	79	30	49	6	18	10	19	14	12	5	15	22	33	1	15	2	10	5	-	5	9	6
		8%	6%	10%	6%	10%	6%	12%	10%	5%	3%	5%	9%	12%	*	7%	5%	9%	6%	-	2%	5%	6%
NET: Badly		357	158	200	50	54	67	64	59	62	44	96	97	108	24	88	10	56	44	3	44	74	37
		36%	32%	39%	47%	31%	39%	39%	41%	26%	28%	32%	41%	39%	12%	39%	27%	48%	55%	25%	19%	40%	36%
Don't know		48	23	25	2	9	3	4	7	23	8	11	10	14	4	6	3	2	2	2	11	8	3
		5%	5%	5%	2%	5%	2%	2%	5%	10%	5%	4%	4%	5%	2%	3%	8%	1%	2%	16%	5%	4%	3%
Mean		2.60	2.67	2.53	2.54	2.63	2.60	2.50	2.51	2.74	2.69	2.63	2.55	2.55	2.98	2.58	2.65	2.47	2.40	2.70	2.87	2.56	2.56
Standard deviation		0.72	0.70	0.74	0.73	0.75	0.69	0.74	0.75	0.69	0.57	0.62	0.77	0.83	0.49	0.68	0.58	0.73	0.65	0.49	0.58	0.65	0.61
Standard error		0.02	0.03	0.03	0.10	0.07	0.06	0.05	0.06	0.04	0.04	0.04	0.06	0.05	0.03	0.05	0.11	0.07	0.08	0.16	0.04	0.05	0.07

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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	469	531	58	115	128	191	177	328	278	235	174	278	236	232	29	109	69	10	270	218	88	
Weighted base	1000	494	506	105	177	171	164	143	237	156	296	238	274	206	225	36	116	79	10	233	184	101	
NET: Well	639	340	299	73	121	111	93	79	160	112	202	148	155	179	137	25	63	43	5	183	115	64	
	64%	69%	59%	70%	68%	65%	57%	55%	68%	72%	68%	62%	56%	87%	61%	70%	55%	54%	51%	78%	62%	64%	
Very well	(4)	62	34	28	2	18	4	9	9	20	7	8	22	21	14	1	9	1	-	21	12	2	
		6%	7%	6%	2%	10%	3%	5%	6%	9%	5%	3%	9%	8%	10%	6%	3%	8%	1%	-	9%	6%	2%
Quite well	(3)	577	306	271	71	103	107	84	70	140	105	194	125	134	158	123	24	54	42	5	162	103	62
		58%	62%	53%	68%	58%	62%	51%	49%	59%	67%	66%	52%	49%	77%	55%	67%	47%	54%	51%	69%	56%	62%
Quite badly	(2)	265	110	154	24	43	51	57	48	41	35	75	71	79	23	75	10	44	27	3	42	57	28
		26%	22%	30%	23%	24%	30%	35%	34%	17%	22%	25%	30%	29%	11%	33%	29%	38%	34%	33%	18%	31%	28%
Very badly	(1)	52	26	26	5	6	7	12	12	11	3	13	13	21	1	6	-	7	6	-	3	8	4
		5%	5%	5%	5%	3%	4%	7%	9%	5%	2%	4%	6%	8%	*	3%	-	6%	8%	-	1%	4%	4%
NET: Badly		317	136	181	29	48	57	69	61	52	38	88	84	100	24	81	10	51	33	3	45	65	32
		32%	28%	36%	27%	27%	33%	42%	42%	22%	24%	30%	35%	36%	11%	36%	29%	45%	42%	33%	19%	35%	32%
Don't know		45	18	27	3	8	3	2	4	25	6	6	7	20	4	7	1	1	3	2	6	5	4
		4%	4%	5%	3%	5%	2%	1%	2%	11%	4%	2%	3%	7%	2%	3%	2%	1%	3%	16%	2%	3%	4%
Mean		2.68	2.73	2.63	2.69	2.79	2.65	2.56	2.54	2.80	2.77	2.68	2.68	2.61	2.98	2.66	2.74	2.57	2.49	2.61	2.88	2.66	2.64
Standard deviation		0.68	0.67	0.68	0.60	0.67	0.60	0.71	0.74	0.67	0.56	0.60	0.73	0.75	0.48	0.64	0.50	0.73	0.66	0.52	0.56	0.67	0.61
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.05	0.06	0.04	0.03	0.04	0.06	0.05	0.03	0.04	0.10	0.07	0.08	0.17	0.03	0.05	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	469	531	58	115	128	191	177	328	278	235	174	278	236	232	29	109	69	10	270	218	88
Weighted base	1000	494	506	105	177	171	164	143	237	156	296	238	274	206	225	36	116	79	10	233	184	101
I am satisfied with the job David Cameron is doing overall as Prime Minister	344	174	170	42	54	48	49	47	102	57	104	80	93	163	42	12	22	13	5	139	30	25
	34%	35%	34%	40%	31%	28%	30%	33%	43%	37%	35%	34%	34%	79%	19%	33%	19%	16%	47%	60%	16%	25%
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	260	129	131	35	42	62	46	34	41	37	71	75	69	40	23	11	62	17	1	69	33	20
	26%	26%	26%	33%	24%	36%	28%	24%	17%	24%	24%	32%	25%	19%	10%	30%	54%	22%	10%	30%	18%	20%
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.	289	145	144	24	65	53	52	44	52	48	104	62	68	2	148	10	22	44	3	16	105	46
	29%	29%	28%	22%	36%	31%	32%	31%	22%	30%	35%	26%	25%	1%	66%	27%	19%	56%	26%	7%	57%	46%
Refused	33	17	16	-	7	4	5	6	9	6	4	10	10	1	2	1	2	-	*	4	3	4
	3%	3%	3%	-	4%	2%	3%	5%	4%	4%	1%	4%	4%	*	1%	3%	2%	-	4%	2%	1%	3%
Don't know	74	28	46	4	10	5	12	12	32	8	13	10	35	1	9	2	8	5	1	6	14	5
	7%	6%	9%	4%	5%	3%	7%	8%	13%	5%	4%	4%	13%	*	4%	6%	7%	6%	12%	2%	8%	5%

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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	469	531	58	115	128	191	177	328	278	235	174	278	236	232	29	109	69	10	270	218	88
Weighted base	1000	494	506	105	177	171	164	143	237	156	296	238	274	206	225	36	116	79	10	233	184	101
Labour	297 30%	158 32%	138 27%	28 27%	49 28%	61 35%	53 32%	46 32%	60 25%	56 36%	103 35%	63 27%	71 26%	49 24%	106 47%	8 22%	31 27%	34 43%	5 53%	62 26%	85 46%	40 39%
The Conservatives	159 16%	92 19%	67 13%	13 12%	22 13%	27 16%	22 14%	32 22%	41 17%	32 21%	56 19%	31 13%	38 14%	41 20%	36 16%	5 15%	14 12%	18 22%	2 19%	54 23%	34 18%	15 14%
The Liberal Democrat	42 4%	21 4%	20 4%	6 6%	5 3%	7 4%	5 3%	9 6%	10 4%	7 5%	12 4%	9 4%	14 5%	12 6%	11 5%	3 9%	3 3%	2 2%	-	11 5%	10 6%	3 3%
The UK Independence Party (UKIP)	42 4%	28 6%	14 3%	8 8%	13 8%	7 4%	3 2%	3 2%	7 3%	7 5%	11 4%	11 5%	13 5%	5 2%	12 5%	2 5%	10 9%	6 7%	-	9 4%	8 4%	5 5%
None of them	587 59%	276 56%	311 62%	69 66%	104 59%	88 52%	99 61%	77 54%	147 62%	82 52%	157 53%	146 61%	173 63%	126 61%	99 44%	23 63%	71 62%	39 50%	4 39%	130 56%	82 44%	54 53%
Don't know	12 1%	5 1%	7 1%	-	2 1%	4 2%	1 1%	3 2%	2 1%	2 1%	4 1%	5 2%	2 1%	2 1%	1 *	*	-	-	-	1 *	2 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	469	531	58	115	128	191	177	328	278	235	174	278	236	232	29	109	69	10	270	218	88
Weighted base	1000	494	506	105	177	171	164	143	237	156	296	238	274	206	225	36	116	79	10	233	184	101
A Labour government	310	160	150	36	71	48	53	45	58	39	81	95	86	1	177	*	29	31	4	13	121	34
	31%	32%	30%	34%	40%	28%	32%	31%	24%	25%	27%	40%	31%	*	79%	1%	26%	40%	36%	6%	66%	33%
A Conservative government	291	146	145	30	36	49	47	44	86	47	88	65	79	161	2	1	50	11	1	149	9	11
	29%	30%	29%	29%	20%	28%	28%	30%	36%	30%	30%	27%	29%	78%	1%	4%	43%	14%	9%	64%	5%	11%
A coalition between Labour and the Liberal Democrats	128	68	60	7	25	34	20	16	25	26	45	25	33	-	39	19	9	26	1	10	34	26
	13%	14%	12%	7%	14%	20%	12%	11%	11%	16%	15%	10%	12%	-	17%	53%	8%	33%	12%	4%	19%	26%
A coalition between the Conservatives and the Liberal Democrats	122	59	63	20	18	19	20	22	23	25	47	19	27	42	4	14	16	7	-	40	4	22
	12%	12%	12%	19%	10%	11%	12%	15%	10%	16%	16%	8%	10%	20%	2%	38%	14%	8%	-	17%	2%	22%
Don't know	148	60	88	12	27	21	24	16	45	19	34	34	49	3	2	1	11	3	4	20	16	8
	15%	12%	17%	11%	15%	12%	15%	11%	19%	12%	11%	14%	18%	1%	1%	4%	10%	4%	43%	9%	9%	8%

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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	469 47%	494 49%
Female	531 53%	506 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	58 6%	105 11%
25-34	115 12%	177 18%
35-44	128 13%	171 17%
45-54	191 19%	164 16%
55-64	177 18%	143 14%
65 or older	328 33%	237 24%
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	63 6%	34 3%
B	215 22%	122 12%
C1	235 24%	296 30%
C2	174 17%	238 24%
D	114 11%	132 13%
E	164 16%	142 14%
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	270 27%	233 23%
Labour	218 22%	184 18%
Liberal Democrats	88 9%	101 10%
Another party	66 7%	58 6%
Did not vote	274 27%	346 35%
Refused	46 5%	37 4%
Don't know	38 4%	42 4%