

## Nuneaton 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	458	542	56	119	144	190	192	297	351	224	130	262	275	286	29	110	41	10	289	255	63	
Weighted base	1000	492	508	110	161	183	185	159	199	158	271	236	302	240	289	26	111	58	12	249	226	85	
Certain to vote	(10)	554	304	250	38	64	92	115	101	143	95	162	133	147	179	171	15	70	36	7	189	171	62
		55%	62%	49%	35%	40%	50%	62%	64%	72%	60%	60%	56%	49%	75%	59%	57%	63%	62%	57%	76%	76%	73%
	(9)	52	24	28	3	9	15	7	9	8	6	20	7	17	9	19	-	2	8	3	14	14	1
		5%	5%	5%	3%	6%	8%	4%	6%	4%	4%	7%	3%	6%	4%	6%	-	2%	14%	29%	6%	6%	2%
	(8)	81	34	47	7	14	17	15	13	16	14	14	19	28	15	26	5	15	3	-	23	16	7
		8%	7%	9%	7%	9%	9%	8%	8%	8%	9%	5%	8%	9%	6%	9%	19%	14%	6%	-	9%	7%	8%
	(7)	43	25	18	15	7	1	7	6	6	7	11	12	13	5	25	-	7	-	-	6	6	5
		4%	5%	4%	14%	5%	1%	4%	6%	3%	4%	4%	5%	4%	2%	9%	-	6%	-	-	2%	3%	6%
	(6)	42	17	25	15	11	6	4	3	3	9	12	8	10	14	8	1	5	7	-	6	1	5
		4%	3%	5%	14%	7%	3%	2%	2%	1%	6%	4%	4%	3%	6%	3%	3%	4%	13%	-	3%	*	6%
	(5)	68	27	41	6	16	18	11	8	9	9	13	20	23	13	28	3	7	-	1	6	11	2
		7%	5%	8%	6%	10%	10%	6%	5%	5%	5%	5%	9%	8%	6%	10%	10%	6%	-	5%	2%	5%	3%
	(4)	16	5	12	2	5	3	2	2	2	3	5	-	8	2	4	2	1	-	1	1	2	-
		2%	1%	2%	2%	3%	2%	1%	2%	1%	2%	2%	-	3%	1%	1%	10%	1%	-	8%	*	1%	-
	(3)	18	6	12	5	8	4	2	*	-	7	7	-	5	2	4	*	2	2	-	1	2	-
		2%	1%	2%	4%	5%	2%	1%	*	-	4%	2%	-	2%	1%	1%	2%	2%	4%	-	1%	1%	-
	(2)	15	4	11	3	4	2	4	-	2	2	5	2	6	1	4	-	2	1	-	*	2	1
		1%	1%	2%	3%	2%	1%	2%	-	1%	1%	2%	1%	2%	*	2%	-	1%	2%	-	*	1%	1%
Definitely would not vote	(1)	105	42	63	15	22	26	16	16	9	7	20	34	41	-	-	-	-	-	-	1	2	1
		11%	9%	12%	13%	13%	14%	9%	10%	5%	5%	7%	14%	14%	-	-	-	-	-	-	*	1%	1%
Don't know		6	4	2	-	2	-	1	1	2	-	1	-	5	-	-	-	-	-	-	1	-	-
		1%	1%	*	-	1%	-	1%	1%	1%	-	*	-	2%	-	-	-	-	-	-	*	-	-
Mean		7.85	8.25	7.46	6.74	6.93	7.50	8.17	8.35	8.87	8.24	8.17	7.73	7.43	9.12	8.59	8.32	8.73	8.82	8.97	9.36	9.23	9.10
Standard deviation		3.09	2.86	3.24	3.17	3.32	3.32	2.97	2.87	2.35	2.69	2.90	3.24	3.31	1.75	2.07	2.31	2.00	2.04	1.93	1.43	1.74	1.78
Standard error		0.10	0.13	0.14	0.42	0.31	0.28	0.22	0.21	0.14	0.14	0.19	0.28	0.21	0.11	0.12	0.43	0.19	0.32	0.61	0.08	0.11	0.22

## Nuneaton Poll

### CATI Fieldwork : 26th February - 5th March 2015

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	458	542	56	119	144	190	192	297	351	224	130	262	275	286	29	110	41	10	289	255	63
Weighted base	1000	492	508	110	161	183	185	159	199	158	271	236	302	240	289	26	111	58	12	249	226	85
Conservative	240	131	109	22	30	35	47	40	66	47	84	55	50	240	-	-	-	-	-	163	12	11
	24%	27%	21%	20%	18%	19%	25%	25%	33%	30%	31%	23%	16%	100%	-	-	-	-	-	65%	5%	13%
Labour	289	124	166	32	44	64	45	48	56	40	67	68	106	-	289	-	-	-	-	17	162	13
	29%	25%	33%	30%	27%	35%	24%	30%	28%	25%	25%	29%	35%	-	100%	-	-	-	-	7%	72%	16%
Liberal Democrat	26	13	13	2	5	6	6	1	6	12	7	-	6	-	-	26	-	-	-	1	2	17
	3%	3%	2%	2%	3%	3%	3%	*	3%	8%	3%	-	2%	-	-	100%	-	-	-	*	1%	20%
The UK Independence Party (UKIP)	111	70	41	9	14	13	25	26	24	14	27	40	28	-	-	-	111	-	-	34	11	9
	11%	14%	8%	9%	9%	7%	13%	16%	12%	9%	10%	17%	9%	-	-	-	100%	-	-	14%	5%	10%
The Green Party	58	35	23	14	18	7	8	6	3	8	15	21	15	-	-	-	-	58	-	4	10	22
	6%	7%	4%	13%	11%	4%	4%	4%	2%	5%	5%	9%	5%	-	-	-	100%	-	-	2%	5%	26%
The British National Party (BNP)	6	5	1	-	4	2	1	-	-	-	-	-	5	-	-	-	-	-	6	-	-	-
	1%	1%	*	-	2%	1%	*	-	-	-	-	-	2%	-	-	-	-	-	55%	-	-	-
Some other party	5	4	1	-	2	1	2	1	*	1	2	-	2	-	-	-	-	-	5	-	3	*
	1%	1%	*	-	1%	*	1%	1%	*	1%	1%	-	1%	-	-	-	-	-	45%	-	1%	*
Would not vote	105	42	63	15	22	26	16	16	9	7	20	34	41	-	-	-	-	-	-	1	2	1
	11%	9%	12%	13%	13%	14%	9%	10%	5%	5%	7%	14%	14%	-	-	-	-	-	-	*	1%	1%
Refused	37	19	18	-	3	4	9	8	15	6	12	1	13	-	-	-	-	-	-	6	-	2
	4%	4%	4%	-	2%	2%	5%	5%	7%	3%	5%	*	4%	-	-	-	-	-	-	3%	-	2%
Don't know	123	49	74	15	22	26	27	14	20	23	37	17	35	-	-	-	-	-	-	22	24	10
	12%	10%	15%	14%	13%	14%	14%	9%	10%	14%	13%	7%	12%	-	-	-	-	-	-	9%	11%	12%

## Nuneaton Poll

### CATI Fieldwork : 26th February - 5th March 2015

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	561	281	280	23	52	75	103	119	189	205	128	77	140	218	208	18	80	31	7	211	183	38
Weighted base	533	290	243	48	72	93	99	96	125	88	147	135	153	185	201	17	80	42	9	179	159	57
Conservative	185	102	82	12	16	29	39	33	56	36	68	42	36	185	-	-	-	-	-	136	10	10
	35%	35%	34%	25%	22%	31%	39%	35%	44%	41%	46%	32%	23%	100%	-	-	-	-	-	76%	6%	18%
Labour	201	88	113	18	27	45	31	37	44	28	47	44	75	-	201	-	-	-	-	12	127	10
	38%	30%	46%	37%	37%	49%	31%	39%	35%	32%	32%	33%	49%	-	100%	-	-	-	-	7%	80%	17%
Liberal Democrat	17	10	7	1	3	4	4	1	4	7	5	-	4	-	-	17	-	-	-	1	1	12
	3%	3%	3%	3%	4%	4%	4%	1%	4%	8%	3%	-	3%	-	-	100%	-	-	-	*	1%	21%
The UK Independence Party (UKIP)	80	52	27	6	9	9	18	19	18	9	17	30	21	-	-	-	80	-	-	27	9	6
	15%	18%	11%	12%	13%	10%	18%	20%	15%	11%	12%	23%	14%	-	-	-	100%	-	-	15%	5%	11%
The Green Party	42	30	12	11	13	4	6	5	3	6	9	18	9	-	-	-	-	42	-	3	8	18
	8%	10%	5%	23%	18%	5%	6%	5%	2%	7%	6%	13%	6%	-	-	-	-	100%	-	2%	5%	32%
The British National Party (BNP)	5	5	*	-	3	2	*	-	-	-	-	-	5	-	-	-	-	-	5	-	-	-
	1%	2%	*	-	4%	2%	*	-	-	-	-	-	3%	-	-	-	-	-	54%	-	-	-
Some other party	4	3	1	-	1	*	1	1	*	1	1	-	2	-	-	-	-	-	4	-	2	*
	1%	1%	1%	-	2%	*	1%	1%	*	1%	1%	-	1%	-	-	-	-	-	46%	-	2%	1%

**Nuneaton Poll**  
**CATI Fieldwork : 26th February - 5th March 2015**

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	35%
Labour	38%
Liberal Democrat	3%
UKIP	14%
Green	8%
Other	2%

## Nuneaton 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	458	542	56	119	144	190	192	297	351	224	130	262	275	286	29	110	41	10	289	255	63
Weighted base	1000	492	508	110	161	183	185	159	199	158	271	236	302	240	289	26	111	58	12	249	226	85
Conservative	236 24%	124 25%	112 22%	17 16%	26 16%	36 20%	44 24%	41 26%	71 36%	54 34%	78 29%	47 20%	53 18%	204 85%	6 2%	3 12%	2 2%	1 3%	1 5%	158 64%	13 6%	13 16%
Labour	313 31%	137 28%	176 35%	38 34%	48 30%	76 42%	46 25%	49 31%	56 28%	41 26%	84 31%	75 32%	106 35%	11 4%	272 94%	3 13%	8 7%	3 6%	- -	20 8%	168 74%	17 20%
Liberal Democrat	26 3%	14 3%	11 2%	5 4%	6 3%	4 2%	6 3%	* *	5 2%	11 7%	8 3%	- -	7 2%	- -	1 *	19 76%	2 2%	2 4%	* 3%	3 1%	3 1%	14 16%
The UK Independence Party (UKIP)	109 11%	68 14%	41 8%	8 7%	10 6%	16 8%	25 14%	27 17%	23 11%	14 9%	23 9%	37 16%	33 11%	3 1%	3 1%	- -	92 83%	- -	1 11%	38 15%	11 5%	5 6%
The Green Party	62 6%	39 8%	22 4%	16 14%	14 9%	7 4%	13 7%	6 4%	5 3%	7 4%	19 7%	23 10%	13 4%	7 3%	2 1%	- -	3 2%	47 81%	- -	7 3%	11 5%	23 27%
The British National Party (BNP)	8 1%	7 1%	1 *	- -	5 3%	2 1%	1 *	- -	* *	* *	2 1%	- -	5 2%	2 1%	- -	- -	* *	- -	6 55%	- -	2 1%	- -
Some other party	3 *	3 1%	* *	1 1%	2 1%	- -	1 1%	- -	- -	2 1%	2 1%	- -	- -	- -	1 *	- -	- -	- -	2 17%	- -	2 1%	1 1%
Would not vote	105 11%	42 9%	63 12%	15 13%	22 13%	26 14%	16 9%	16 10%	9 5%	7 5%	20 7%	34 14%	41 14%	- -	- -	- -	- -	- -	- -	1 *	2 1%	1 1%
Refused	27 3%	16 3%	12 2%	- -	2 1%	2 1%	8 4%	6 4%	10 5%	4 2%	12 5%	1 *	5 2%	- -	- -	- -	- -	- -	- -	3 1%	- -	2 2%
Don't know	111 11%	41 8%	70 14%	11 10%	28 17%	14 8%	23 13%	14 9%	21 10%	18 11%	24 9%	20 9%	38 13%	13 6%	4 1%	- -	3 3%	4 6%	1 9%	20 8%	15 7%	10 12%

## Nuneaton Poll

### CATI Fieldwork : 26th February - 5th March 2015

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	580	288	292	24	51	83	104	120	197	214	135	77	143	211	205	18	77	29	6	217	191	39	
Weighted base	548	298	250	49	69	101	102	97	129	93	156	134	154	176	199	17	78	39	8	184	167	56	
Conservative	183	98	85	9	14	29	37	34	59	41	64	37	39	160	5	2	2	1	*	133	11	11	
		33%	33%	34%	18%	21%	29%	37%	35%	44%	41%	28%	25%	91%	2%	10%	2%	3%	1%	72%	6%	19%	
Labour	215	100	115	19	30	53	31	39	44	27	55	49	77	7	189	1	5	3	-	14	132	12	
		39%	34%	46%	38%	44%	52%	31%	40%	34%	30%	35%	37%	50%	4%	95%	4%	6%	8%	-	8%	79%	22%
Liberal Democrat	18	10	8	3	4	3	5	*	3	8	6	-	5	-	1	14	1	2	*	2	2	11	
		3%	3%	3%	5%	6%	3%	5%	*	2%	8%	4%	-	3%	-	*	86%	1%	5%	4%	1%	1%	19%
The UK Independence Party (UKIP)	77	48	29	6	6	10	18	19	18	10	16	28	22	2	2	-	68	-	1	30	10	4	
		14%	16%	12%	12%	8%	10%	18%	20%	14%	11%	10%	21%	14%	1%	1%	-	88%	-	13%	16%	6%	7%
The Green Party	45	33	11	13	9	4	10	5	4	5	13	20	7	6	2	-	2	33	-	5	9	19	
		8%	11%	5%	26%	13%	4%	9%	5%	3%	6%	8%	15%	5%	3%	1%	-	3%	84%	-	2%	6%	34%
The British National Party (BNP)	6	6	*	-	4	2	*	-	*	*	1	-	5	1	-	-	*	-	5	-	1	-	
		1%	2%	*	-	6%	2%	*	-	*	1%	-	3%	1%	-	-	*	-	61%	-	1%	-	
Some other party	2	2	*	1	1	-	*	-	-	1	1	-	-	-	1	-	-	-	2	-	2	*	
		*	1%	*	1%	2%	-	*	-	1%	1%	-	-	-	*	-	-	-	22%	-	1%	*	

**Nuneaton Poll**  
**CATI Fieldwork : 26th February - 5th March 2015**

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	39%
Liberal Democrat	4%
UKIP	14%
Green	8%
Other	1%

## Nuneaton Poll

### CATI Fieldwork : 26th February - 5th March 2015

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	458	542	56	119	144	190	192	297	351	224	130	262	275	286	29	110	41	10	289	255	63
Weighted base	1000	492	508	110	161	183	185	159	199	158	271	236	302	240	289	26	111	58	12	249	226	85
I would not vote Liberal Democrat	700	360	340	51	103	128	144	122	150	92	175	199	218	184	215	-	96	43	8	207	177	34
	70%	73%	67%	46%	64%	70%	78%	76%	75%	58%	65%	84%	72%	77%	74%	-	86%	75%	70%	83%	79%	40%
I would not vote UKIP	630	298	332	74	102	133	111	95	114	102	183	149	180	177	236	18	-	55	6	147	171	58
	63%	61%	65%	67%	63%	72%	60%	60%	57%	64%	68%	63%	60%	74%	82%	69%	-	95%	54%	59%	76%	69%
I would not vote Conservative	500	246	254	54	77	110	96	80	81	57	118	134	178	-	223	18	79	52	8	41	177	50
	50%	50%	50%	49%	48%	60%	52%	51%	41%	36%	44%	57%	59%	-	77%	69%	71%	91%	71%	16%	78%	59%
I would not vote Labour	423	237	186	30	57	73	90	71	101	63	115	118	118	179	-	10	82	41	6	187	24	35
	42%	48%	37%	27%	35%	40%	48%	44%	51%	40%	43%	50%	39%	75%	-	40%	74%	71%	55%	75%	11%	41%
None of these - I would potentially vote for all of them	72	31	41	12	18	6	10	10	15	13	19	5	26	8	9	3	2	-	2	5	6	8
	7%	6%	8%	11%	11%	3%	5%	7%	8%	8%	7%	2%	9%	3%	3%	11%	2%	-	15%	2%	3%	9%
Don't know	18	6	12	-	4	3	4	2	5	1	4	2	7	-	1	-	-	-	-	-	1	2
	2%	1%	2%	-	2%	2%	2%	1%	2%	1%	1%	1%	2%	-	*	-	-	-	-	-	*	2%



## Nuneaton Poll

### CATI Fieldwork : 26th February - 5th March 2015

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	458	542	56	119	144	190	192	297	351	224	130	262	275	286	29	110	41	10	289	255	63	
Weighted base	1000	492	508	110	161	183	185	159	199	158	271	236	302	240	289	26	111	58	12	249	226	85	
NET: Well	620	340	280	65	84	106	117	104	142	113	193	141	156	210	197	18	50	28	4	202	145	61	
	62%	69%	55%	59%	52%	58%	63%	66%	71%	71%	71%	60%	52%	88%	68%	69%	45%	48%	30%	81%	64%	71%	
Very well	(4)	49	34	16	2	9	11	5	7	15	7	16	12	13	22	14	*	5	-	2	25	13	-
		5%	7%	3%	2%	5%	6%	3%	5%	8%	5%	6%	5%	4%	9%	5%	1%	4%	-	13%	10%	6%	-
Quite well	(3)	571	306	264	63	76	96	112	97	127	105	177	129	144	188	183	17	45	28	2	177	131	61
		57%	62%	52%	58%	47%	52%	60%	61%	64%	66%	66%	55%	48%	78%	63%	68%	41%	48%	17%	71%	58%	71%
Quite badly	(2)	273	110	163	44	48	53	53	43	32	36	57	73	95	27	58	8	48	27	5	41	51	18
		27%	22%	32%	40%	30%	29%	29%	27%	16%	23%	21%	31%	32%	11%	20%	31%	43%	46%	42%	16%	23%	22%
Very badly	(1)	77	30	47	-	20	22	13	9	12	4	15	17	39	1	24	-	8	2	3	3	20	5
		8%	6%	9%	-	13%	12%	7%	5%	6%	2%	6%	7%	13%	*	8%	-	7%	4%	28%	1%	9%	6%
NET: Badly		350	140	210	44	69	74	66	51	44	40	72	90	134	27	82	8	56	29	8	44	71	24
		35%	29%	41%	40%	42%	41%	36%	32%	22%	25%	27%	38%	44%	11%	28%	31%	51%	50%	70%	18%	32%	28%
Don't know		30	12	18	1	9	3	2	4	13	6	6	5	11	2	9	-	5	1	-	4	10	1
		3%	2%	4%	1%	5%	1%	1%	2%	6%	4%	2%	2%	4%	1%	3%	-	4%	1%	-	1%	4%	1%
Mean		2.61	2.71	2.51	2.61	2.48	2.53	2.59	2.66	2.78	2.76	2.73	2.59	2.45	2.98	2.67	2.71	2.44	2.45	2.16	2.91	2.64	2.66
Standard deviation		0.71	0.69	0.71	0.52	0.79	0.78	0.67	0.66	0.68	0.57	0.66	0.70	0.78	0.47	0.70	0.49	0.70	0.58	1.02	0.56	0.74	0.60
Standard error		0.02	0.03	0.03	0.07	0.08	0.07	0.05	0.05	0.04	0.03	0.04	0.06	0.05	0.03	0.04	0.09	0.07	0.09	0.32	0.03	0.05	0.08

## Nuneaton Poll

### CATI Fieldwork : 26th February - 5th March 2015

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	458	542	56	119	144	190	192	297	351	224	130	262	275	286	29	110	41	10	289	255	63	
Weighted base	1000	492	508	110	161	183	185	159	199	158	271	236	302	240	289	26	111	58	12	249	226	85	
NET: Well	665	359	306	77	98	113	117	111	149	122	203	144	180	222	202	20	56	30	6	210	146	57	
	66%	73%	60%	70%	60%	62%	63%	70%	75%	77%	75%	61%	60%	92%	70%	77%	51%	51%	56%	84%	65%	67%	
Very well	(4)	75	42	34	5	19	13	11	6	21	10	21	22	21	27	25	*	6	-	2	28	18	1
		8%	8%	7%	5%	12%	7%	6%	4%	10%	6%	8%	9%	7%	11%	9%	1%	5%	-	16%	11%	8%	1%
Quite well	(3)	590	318	272	71	79	100	106	105	128	112	182	122	159	195	177	19	50	30	5	182	128	57
		59%	65%	54%	65%	49%	54%	57%	66%	64%	71%	67%	52%	53%	81%	61%	75%	45%	51%	40%	73%	57%	67%
Quite badly	(2)	225	90	135	22	38	44	57	33	30	27	56	62	72	11	62	5	42	23	3	26	52	25
		22%	18%	27%	20%	23%	24%	31%	21%	15%	17%	21%	26%	24%	5%	22%	18%	37%	40%	24%	11%	23%	29%
Very badly	(1)	66	23	43	5	16	21	6	10	8	5	5	17	35	1	19	1	8	2	1	6	17	3
		7%	5%	8%	4%	10%	11%	3%	6%	4%	3%	2%	7%	12%	*	6%	6%	8%	4%	11%	2%	7%	4%
NET: Badly		291	113	178	27	54	65	63	43	38	31	61	79	107	12	81	6	50	25	4	32	69	28
		29%	23%	35%	24%	33%	36%	34%	27%	19%	20%	23%	34%	36%	5%	28%	23%	45%	44%	35%	13%	31%	33%
Don't know		44	20	25	6	10	5	5	5	13	5	7	13	14	6	5	-	5	3	1	8	10	-
		4%	4%	5%	6%	6%	3%	3%	3%	6%	3%	3%	5%	5%	2%	2%	-	4%	5%	9%	3%	5%	-
Mean		2.71	2.80	2.61	2.74	2.66	2.59	2.68	2.70	2.87	2.83	2.83	2.67	2.58	3.06	2.74	2.72	2.51	2.49	2.66	2.96	2.69	2.64
Standard deviation		0.71	0.66	0.75	0.62	0.83	0.79	0.64	0.65	0.65	0.58	0.58	0.76	0.80	0.42	0.71	0.60	0.73	0.59	0.94	0.56	0.73	0.57
Standard error		0.02	0.03	0.03	0.09	0.08	0.07	0.05	0.05	0.04	0.03	0.04	0.07	0.05	0.03	0.04	0.11	0.07	0.09	0.31	0.03	0.05	0.07

## Nuneaton Poll

### CATI Fieldwork : 26th February - 5th March 2015

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	458	542	56	119	144	190	192	297	351	224	130	262	275	286	29	110	41	10	289	255	63
Weighted base	1000	492	508	110	161	183	185	159	199	158	271	236	302	240	289	26	111	58	12	249	226	85
I am satisfied with the job David Cameron is doing overall as Prime Minister	321 32%	168 34%	154 30%	19 17%	50 31%	57 31%	51 27%	50 31%	95 48%	58 37%	104 38%	67 28%	84 28%	172 72%	57 20%	5 21%	12 11%	3 5%	2 20%	144 58%	35 15%	21 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	261 26%	133 27%	129 25%	42 38%	40 25%	49 27%	58 31%	41 26%	31 16%	46 29%	66 24%	78 33%	64 21%	60 25%	23 8%	12 45%	64 58%	30 52%	* 3%	81 33%	35 15%	36 43%
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.	290 29%	138 28%	153 30%	38 34%	56 35%	48 26%	55 30%	49 31%	45 23%	40 25%	74 27%	70 30%	98 32%	5 2%	196 68%	7 26%	23 21%	18 32%	2 13%	18 7%	137 61%	23 27%
Refused	25 2%	11 2%	13 3%	- -	1 *	4 2%	5 2%	6 4%	10 5%	5 3%	5 2%	1 1%	11 4%	1 *	2 1%	- -	2 2%	* 1%	- -	2 1%	2 1%	1 1%
Don't know	102 10%	42 9%	60 12%	11 10%	15 9%	26 14%	17 9%	13 8%	18 9%	9 6%	22 8%	20 8%	45 15%	3 1%	11 4%	2 8%	10 9%	6 11%	7 63%	4 2%	18 8%	5 5%

## Nuneaton Poll

### CATI Fieldwork : 26th February - 5th March 2015

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	458	542	56	119	144	190	192	297	351	224	130	262	275	286	29	110	41	10	289	255	63
Weighted base	1000	492	508	110	161	183	185	159	199	158	271	236	302	240	289	26	111	58	12	249	226	85
Labour	574 57%	282 57%	292 57%	35 32%	85 52%	111 60%	112 61%	101 64%	130 65%	88 56%	154 57%	136 58%	182 60%	145 61%	196 68%	13 51%	60 54%	34 59%	5 45%	165 66%	149 66%	58 69%
The Conservatives	438 44%	219 45%	219 43%	25 22%	55 34%	73 40%	93 50%	75 47%	117 59%	77 49%	141 52%	87 37%	121 40%	152 63%	119 41%	16 61%	37 33%	22 38%	4 34%	151 61%	108 48%	39 46%
The UK Independence Party (UKIP)	175 18%	91 19%	84 16%	21 19%	23 14%	30 17%	38 21%	25 16%	37 19%	23 15%	36 13%	57 24%	55 18%	44 18%	52 18%	2 9%	31 28%	6 10%	2 16%	45 18%	43 19%	11 13%
The Liberal Democrat	78 8%	31 6%	47 9%	8 7%	11 7%	13 7%	16 8%	9 5%	22 11%	4 3%	19 7%	21 9%	33 11%	19 8%	18 6%	1 2%	12 10%	4 6%	2 13%	20 8%	21 9%	11 13%
None of them	281 28%	138 28%	143 28%	53 49%	54 34%	52 28%	49 27%	31 20%	39 20%	45 29%	67 25%	73 31%	82 27%	42 17%	66 23%	5 21%	30 27%	19 34%	5 43%	38 15%	51 22%	18 22%
Don't know	11 1%	6 1%	5 1%	1 1%	3 2%	1 *	2 1%	2 2%	2 1%	2 1%	- -	2 1%	5 2%	2 1%	3 1%	- -	2 1%	- -	- -	3 1%	* *	- -

## Nuneaton Poll

### CATI Fieldwork : 26th February - 5th March 2015

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	458	542	56	119	144	190	192	297	351	224	130	262	275	286	29	110	41	10	289	255	63
Weighted base	1000	492	508	110	161	183	185	159	199	158	271	236	302	240	289	26	111	58	12	249	226	85
A Labour government	339	161	178	46	55	68	58	54	57	42	70	96	123	3	241	1	32	10	7	18	161	19
	34%	33%	35%	42%	34%	37%	32%	34%	28%	27%	26%	41%	41%	1%	83%	6%	29%	17%	58%	7%	71%	23%
A Conservative government	278	157	121	20	25	46	54	51	82	54	98	62	61	195	10	5	30	1	1	183	14	9
	28%	32%	24%	18%	16%	25%	29%	32%	41%	34%	36%	26%	20%	81%	3%	21%	27%	1%	5%	73%	6%	10%
A coalition between Labour and the Liberal Democrats	103	50	53	18	18	18	23	14	13	17	29	22	33	-	32	11	16	24	-	7	25	29
	10%	10%	10%	16%	11%	10%	12%	9%	7%	11%	11%	10%	11%	-	11%	41%	14%	42%	-	3%	11%	34%
A coalition between the Conservatives and the Liberal Democrats	91	50	42	11	21	12	17	17	14	22	32	13	22	39	1	8	12	8	*	21	8	19
	9%	10%	8%	10%	13%	7%	9%	11%	7%	14%	12%	5%	7%	16%	*	32%	11%	14%	3%	9%	3%	23%
Don't know	189	74	115	15	42	40	33	24	34	24	42	43	64	2	6	-	22	15	4	19	19	9
	19%	15%	23%	14%	26%	22%	18%	15%	17%	15%	16%	18%	21%	1%	2%	-	20%	26%	33%	8%	8%	11%

**Nuneaton Poll**  
**CATI Fieldwork : 26th February - 5th March 2015**

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	458 46%	492 49%
Female	542 54%	508 51%

**Nuneaton Poll**  
**CATI Fieldwork : 26th February - 5th March 2015**

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	56 6%	110 11%
25-34	119 12%	161 16%
35-44	144 14%	183 18%
45-54	190 19%	185 19%
55-64	192 19%	159 16%
65 or older	297 30%	199 20%
Refused	2 *	2 *

**Nuneaton Poll**  
**CATI Fieldwork : 26th February - 5th March 2015**

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	114 11%	50 5%
B	237 24%	109 11%
C1	224 22%	271 27%
C2	130 13%	236 24%
D	108 11%	152 15%
E	154 15%	150 15%
Refused	33 3%	33 3%



## Nuneaton Poll

### CATI Fieldwork : 26th February - 5th March 2015

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	289 29%	249 25%
Labour	255 26%	226 23%
Liberal Democrats	63 6%	85 8%
Another party	41 4%	38 4%
Did not vote	256 26%	313 31%
Refused	37 4%	27 3%
Don't know	59 6%	62 6%