

## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	487	513	53	133	162	204	196	250	356	213	158	230	249	242	34	135	30	12	289	199	100	
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	229	245	35	138	30	15	238	194	99	
Certain to vote	(10)	532	292	240	35	63	109	116	92	116	140	158	93	120	166	143	18	78	18	6	189	133	74
		53%	58%	48%	31%	34%	56%	60%	66%	68%	63%	55%	49%	47%	72%	58%	52%	57%	62%	39%	80%	69%	74%
	(9)	49	22	28	1	13	9	15	9	2	11	18	6	14	9	16	2	11	2	-	11	12	5
		5%	4%	6%	1%	7%	4%	8%	7%	1%	5%	6%	3%	5%	4%	7%	5%	8%	7%	-	5%	6%	5%
	(8)	94	51	43	18	11	23	18	10	14	15	31	22	23	11	31	2	21	1	2	17	23	6
		9%	10%	9%	16%	6%	12%	9%	7%	8%	7%	11%	12%	9%	5%	13%	5%	15%	4%	16%	7%	12%	6%
	(7)	41	13	29	6	16	7	5	3	4	9	12	9	7	12	9	6	4	3	1	2	5	4
		4%	3%	6%	5%	8%	4%	3%	3%	4%	4%	4%	5%	3%	5%	4%	18%	3%	11%	7%	1%	3%	4%
	(6)	34	13	22	4	12	4	8	4	2	6	6	13	7	11	4	2	7	1	1	5	3	5
		3%	3%	4%	4%	6%	2%	4%	3%	1%	3%	2%	7%	3%	5%	2%	6%	5%	3%	3%	2%	2%	5%
	(5)	75	35	40	14	21	14	7	7	11	14	20	16	22	11	20	3	13	1	3	8	9	1
		8%	7%	8%	13%	11%	7%	4%	5%	7%	6%	7%	8%	8%	5%	8%	8%	9%	4%	18%	3%	5%	1%
	(4)	17	6	12	8	4	1	3	2	-	6	-	2	8	1	7	1	1	2	3	-	*	1
		2%	1%	2%	7%	2%	*	2%	1%	-	3%	-	1%	3%	*	3%	2%	1%	6%	17%	-	*	1%
	(3)	17	7	10	4	2	5	1	2	3	2	7	2	7	4	7	-	2	-	-	1	-	-
		2%	1%	2%	3%	1%	3%	1%	1%	2%	1%	2%	1%	3%	2%	3%	-	1%	-	-	*	-	-
	(2)	26	14	12	6	11	5	2	-	2	2	7	8	5	5	8	2	1	1	-	3	2	1
		3%	3%	2%	5%	6%	3%	1%	-	1%	1%	2%	4%	2%	2%	3%	4%	1%	4%	-	1%	1%	1%
Definitely would not vote	(1)	109	51	58	17	34	17	16	10	15	15	25	20	44	-	-	-	-	-	-	2	6	3
		11%	10%	12%	15%	18%	9%	8%	7%	9%	7%	9%	11%	17%	-	-	-	-	-	-	1%	3%	3%
Don't know		4	1	3	-	-	1	1	-	2	1	-	-	2	-	-	-	-	-	-	-	1	-
		*	*	1%	-	-	*	*	-	1%	1%	-	-	1%	-	-	-	-	-	-	-	*	-
Mean		7.70	7.93	7.46	6.30	6.42	7.94	8.32	8.54	8.36	8.35	8.00	7.47	7.09	8.97	8.46	8.20	8.67	8.51	7.43	9.35	8.97	9.02
Standard deviation		3.16	3.10	3.21	3.33	3.47	3.03	2.81	2.65	2.91	2.74	2.98	3.16	3.50	1.97	2.33	2.30	1.91	2.37	2.48	1.64	2.07	2.11
Standard error		0.10	0.14	0.14	0.46	0.30	0.24	0.20	0.19	0.19	0.15	0.20	0.25	0.23	0.12	0.15	0.39	0.16	0.43	0.72	0.10	0.15	0.21

## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	487	513	53	133	162	204	196	250	356	213	158	230	249	242	34	135	30	12	289	199	100
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	229	245	35	138	30	15	238	194	99
Conservative	229 23%	105 21%	124 25%	22 20%	28 15%	54 28%	49 25%	35 25%	41 24%	62 28%	81 29%	40 21%	34 13%	229 100%	-	-	-	-	-	142 60%	17 9%	17 17%
Labour	245 25%	118 23%	127 26%	26 23%	47 25%	48 24%	43 22%	35 25%	47 27%	53 24%	60 21%	36 19%	92 36%	-	245 100%	-	-	-	-	18 8%	110 57%	30 30%
Liberal Democrat	35 4%	16 3%	20 4%	-	14 7%	7 3%	10 5%	4 3%	2 1%	10 5%	14 5%	4 2%	7 3%	-	-	35 100%	-	-	-	2 1%	1 1%	17 17%
The UK Independence Party (UKIP)	138 14%	95 19%	43 9%	18 16%	18 9%	23 12%	26 13%	28 20%	26 15%	20 9%	38 13%	46 24%	32 12%	-	-	-	138 100%	-	-	36 15%	19 10%	9 9%
The Green Party	30 3%	16 3%	13 3%	5 5%	3 2%	7 4%	10 5%	3 2%	1 1%	13 6%	7 2%	8 4%	3 1%	-	-	-	-	30 100%	-	-	9 5%	9 9%
The British National Party (BNP)	4 *	1 *	3 1%	3 2%	-	-	1 *	1 1%	-	1 *	-	1 1%	3 1%	-	-	-	-	-	4 27%	-	-	1 1%
Some other party	11 1%	9 2%	1 *	-	7 4%	1 1%	-	1 1%	1 1%	1 *	1 *	2 1%	5 2%	-	-	-	-	-	11 73%	3 1%	2 1%	2 2%
Would not vote	109 11%	51 10%	58 12%	17 15%	34 18%	17 9%	16 8%	10 7%	15 9%	15 7%	25 9%	20 11%	44 17%	-	-	-	-	-	-	2 1%	6 3%	3 3%
Refused	60 6%	32 6%	28 6%	3 3%	5 3%	11 6%	15 8%	9 6%	16 9%	14 6%	20 7%	11 6%	9 4%	-	-	-	-	-	-	7 3%	3 2%	1 1%
Don't know	138 14%	60 12%	78 16%	18 16%	30 16%	26 14%	25 13%	15 11%	23 14%	35 16%	38 13%	24 13%	30 11%	-	-	-	-	-	-	29 12%	26 13%	11 11%

## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	518	268	251	17	51	87	114	119	130	203	114	79	109	194	174	23	99	21	7	202	136	66
Weighted base	490	263	227	38	71	103	106	83	89	120	149	92	117	173	169	22	98	21	8	167	127	67
Conservative	173	80	93	14	18	42	37	29	33	48	62	28	25	173	-	-	-	-	-	121	12	12
	35%	30%	41%	35%	25%	41%	35%	35%	37%	40%	41%	31%	21%	100%	-	-	-	-	-	73%	10%	19%
Labour	169	86	83	12	28	32	35	26	35	39	43	24	62	-	169	-	-	-	-	14	90	24
	34%	33%	37%	30%	40%	31%	33%	32%	40%	32%	29%	26%	53%	-	100%	-	-	-	-	8%	71%	36%
Liberal Democrat	22	11	11	-	5	6	8	3	1	7	9	2	4	-	-	22	-	-	-	1	1	14
	5%	4%	5%	-	8%	5%	7%	3%	1%	6%	6%	2%	3%	-	-	100%	-	-	-	1%	1%	21%
The UK Independence Party (UKIP)	98	68	30	9	13	17	19	21	18	16	29	32	20	-	-	-	98	-	-	29	13	7
	20%	26%	13%	24%	18%	16%	18%	26%	21%	13%	19%	35%	17%	-	-	-	100%	-	-	18%	11%	11%
The Green Party	21	11	9	4	2	5	7	2	*	8	5	5	2	-	-	-	-	21	-	-	8	7
	4%	4%	4%	10%	3%	5%	6%	3%	*	7%	4%	5%	2%	-	-	-	-	100%	-	-	7%	10%
The British National Party (BNP)	1	1	*	*	-	-	*	*	-	*	-	*	*	-	-	-	-	-	1	-	-	*
	*	*	*	*	-	-	*	*	-	*	-	*	*	-	-	-	-	-	9%	-	-	1%
Some other party	7	6	1	-	4	1	-	1	1	1	1	*	4	-	-	-	-	-	7	1	1	2
	1%	2%	*	-	6%	1%	-	1%	1%	1%	1%	*	3%	-	-	-	-	-	91%	1%	1%	3%

**South Swindon Poll**  
**CATI Fieldwork : 3rd-12th 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	36%
Labour	35%
Liberal Democrat	5%
UKIP	19%
Green	4%
Other	2%

## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	487	513	53	133	162	204	196	250	356	213	158	230	249	242	34	135	30	12	289	199	100
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	229	245	35	138	30	15	238	194	99
Conservative	249 25%	119 24%	130 26%	24 21%	29 16%	56 29%	50 26%	38 27%	52 30%	67 30%	85 30%	40 21%	44 17%	210 92%	7 3%	1 4%	13 9%	- -	* 3%	152 64%	19 10%	19 19%
Labour	276 28%	137 27%	140 28%	32 29%	49 26%	56 29%	49 26%	38 27%	51 30%	55 25%	79 28%	42 22%	96 37%	6 2%	231 94%	5 13%	7 5%	3 9%	- -	20 8%	127 66%	35 35%
Liberal Democrat	42 4%	20 4%	22 5%	1 1%	16 9%	6 3%	9 5%	7 5%	4 2%	12 6%	12 4%	7 4%	9 4%	6 3%	2 1%	23 66%	1 1%	1 4%	- -	5 2%	3 1%	16 16%
The UK Independence Party (UKIP)	126 13%	86 17%	40 8%	20 18%	17 9%	22 11%	25 13%	22 16%	20 11%	18 8%	36 13%	42 22%	28 11%	- -	1 *	3 9%	108 78%	1 3%	3 17%	29 12%	17 9%	8 8%
The Green Party	29 3%	17 3%	12 2%	4 4%	6 3%	5 2%	9 5%	3 2%	1 1%	11 5%	5 2%	8 4%	5 2%	* *	- -	1 2%	1 1%	23 79%	2 14%	1 *	9 5%	9 9%
The British National Party (BNP)	3 *	1 *	1 *	1 1%	- -	- -	1 *	1 1%	- -	2 1%	- -	1 1%	- -	- -	1 *	- -	- -	- -	1 10%	- -	- -	1 1%
Some other party	9 1%	5 1%	4 1%	- -	4 2%	3 1%	- -	1 1%	1 1%	- -	3 1%	2 1%	4 2%	- -	- -	- -	1 1%	- -	7 44%	3 1%	2 1%	- -
Would not vote	109 11%	51 10%	58 12%	17 15%	34 18%	17 9%	16 8%	10 7%	15 9%	15 7%	25 9%	20 11%	44 17%	- -	- -	- -	- -	- -	- -	2 1%	6 3%	3 3%
Refused	47 5%	29 6%	19 4%	3 3%	4 2%	9 5%	9 5%	7 5%	13 7%	11 5%	13 5%	10 5%	7 3%	- -	- -	- -	- -	- -	- -	3 1%	- -	1 1%
Don't know	110 11%	39 8%	71 14%	9 8%	26 14%	20 10%	24 13%	14 10%	15 9%	31 14%	26 9%	20 10%	21 8%	7 3%	4 2%	2 6%	8 6%	1 5%	2 12%	24 10%	11 6%	7 7%

## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	547	280	267	21	52	89	117	124	145	210	125	81	117	190	170	22	95	20	5	212	145	70
Weighted base	519	277	242	46	71	107	110	86	99	125	162	95	124	169	166	21	94	20	6	174	140	70
Conservative	186	91	95	15	19	43	37	32	41	52	65	27	32	159	3	1	9	-	*	130	13	14
	36%	33%	39%	33%	26%	40%	34%	37%	42%	41%	40%	29%	26%	94%	2%	6%	10%	-	7%	74%	9%	20%
Labour	195	99	96	17	30	40	40	29	38	41	58	30	65	5	161	4	6	2	-	14	104	29
	38%	36%	40%	38%	42%	38%	36%	33%	39%	33%	36%	32%	53%	3%	97%	19%	6%	9%	-	8%	74%	41%
Liberal Democrat	27	11	16	1	6	4	7	5	3	10	9	3	4	5	1	14	1	1	-	4	2	13
	5%	4%	7%	2%	9%	4%	6%	6%	3%	8%	5%	3%	4%	3%	1%	66%	1%	5%	-	3%	2%	19%
The UK Independence Party (UKIP)	85	59	26	10	10	14	20	17	14	15	24	29	16	-	1	2	76	*	*	24	11	7
	16%	21%	11%	21%	15%	13%	18%	20%	15%	12%	15%	31%	13%	-	1%	9%	81%	1%	2%	14%	8%	10%
The Green Party	21	13	7	3	4	4	6	3	1	7	4	5	4	*	-	*	1	17	2	*	8	7
	4%	5%	3%	6%	6%	4%	6%	3%	1%	6%	3%	5%	3%	*	-	*	1%	84%	29%	*	6%	10%
The British National Party (BNP)	1	1	*	*	-	-	*	*	-	*	-	*	-	-	*	-	-	-	1	-	-	*
	*	*	*	*	-	-	*	*	-	*	-	*	-	-	*	-	-	-	9%	-	-	1%
Some other party	4	3	2	-	1	2	-	1	1	-	2	*	3	-	-	-	1	-	3	1	1	-
	1%	1%	1%	-	2%	2%	-	1%	1%	-	1%	*	2%	-	-	-	1%	-	54%	1%	1%	-

**South Swindon Poll**  
**CATI Fieldwork : 3rd-12th 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	37%
Labour	37%
Liberal Democrat	5%
UKIP	16%
Green	4%
Other	1%

## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	487	513	53	133	162	204	196	250	356	213	158	230	249	242	34	135	30	12	289	199	100
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	229	245	35	138	30	15	238	194	99
I would not vote Liberal Democrat	620	337	284	74	102	121	110	91	121	126	180	114	176	149	171	-	115	16	15	176	137	35
	62%	67%	57%	65%	55%	62%	57%	66%	71%	57%	63%	59%	68%	65%	70%	-	83%	53%	100%	74%	71%	36%
I would not vote UKIP	601	286	315	67	131	122	112	73	95	149	182	96	149	173	195	26	-	28	8	139	138	76
	60%	57%	63%	59%	70%	63%	58%	53%	56%	67%	64%	50%	58%	75%	80%	73%	-	96%	54%	58%	71%	77%
I would not vote Conservative	452	241	210	53	92	82	80	68	75	81	121	87	150	-	194	14	89	26	7	28	125	58
	45%	48%	42%	47%	50%	42%	42%	49%	44%	36%	42%	45%	58%	-	79%	40%	64%	89%	50%	12%	65%	58%
I would not vote Labour	410	232	178	40	63	82	83	66	76	88	115	85	103	160	-	14	99	12	8	160	22	38
	41%	46%	36%	35%	34%	42%	43%	48%	44%	40%	40%	44%	40%	70%	-	39%	72%	42%	56%	67%	12%	38%
None of these - I would potentially vote for all of them	84	38	46	8	22	15	16	10	13	21	18	22	15	13	9	5	7	-	-	14	7	5
	8%	7%	9%	7%	12%	8%	8%	8%	7%	9%	6%	12%	6%	6%	4%	14%	5%	-	-	6%	3%	5%
Don't know	27	10	17	6	3	5	6	1	6	4	3	8	5	1	1	*	-	-	-	3	1	*
	3%	2%	3%	5%	1%	2%	3%	1%	4%	2%	1%	4%	2%	*	*	1%	-	-	-	1%	*	*



## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	487	513	53	133	162	204	196	250	356	213	158	230	249	242	34	135	30	12	289	199	100	
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	229	245	35	138	30	15	238	194	99	
NET: Well	682	362	320	79	115	143	126	103	115	165	215	132	145	205	161	25	84	15	9	203	129	73	
	68%	72%	65%	70%	61%	73%	65%	74%	67%	74%	76%	69%	56%	89%	66%	71%	61%	52%	60%	86%	67%	73%	
Very well	(4)	66	44	22	9	15	11	9	9	13	18	13	19	15	14	19	1	9	3	2	17	15	2
		7%	9%	4%	8%	8%	6%	5%	6%	7%	8%	4%	10%	6%	6%	8%	3%	7%	10%	16%	7%	8%	2%
Quite well	(3)	616	318	298	70	100	132	116	95	102	147	203	112	130	190	143	24	75	12	7	187	113	71
		62%	63%	60%	62%	54%	68%	60%	68%	60%	66%	71%	58%	50%	83%	58%	68%	54%	42%	44%	79%	59%	71%
Quite badly	(2)	217	87	130	17	53	37	55	25	29	41	52	37	77	19	61	8	35	9	5	25	49	23
		22%	17%	26%	15%	29%	19%	29%	18%	17%	18%	18%	19%	30%	8%	25%	23%	25%	31%	31%	11%	25%	23%
Very badly	(1)	71	41	30	15	14	11	6	10	15	8	11	17	29	2	13	2	19	4	1	4	9	1
		7%	8%	6%	13%	8%	5%	3%	7%	9%	4%	4%	9%	11%	1%	5%	4%	14%	15%	9%	2%	5%	1%
NET: Badly		287	128	159	32	67	48	61	35	44	49	63	54	106	20	73	10	54	14	6	30	58	24
		29%	25%	32%	28%	36%	24%	32%	25%	26%	22%	22%	28%	41%	9%	30%	28%	39%	46%	40%	12%	30%	24%
Don't know		31	15	16	2	4	4	5	2	13	8	6	7	7	4	11	*	1	*	-	5	6	2
		3%	3%	3%	2%	2%	2%	3%	1%	8%	4%	2%	4%	3%	2%	4%	1%	1%	1%	-	2%	3%	2%
Mean		2.70	2.74	2.65	2.66	2.63	2.75	2.69	2.74	2.71	2.82	2.78	2.72	2.52	2.97	2.71	2.71	2.54	2.49	2.68	2.92	2.72	2.76
Standard deviation		0.70	0.73	0.67	0.82	0.74	0.65	0.62	0.68	0.75	0.62	0.59	0.77	0.77	0.42	0.69	0.61	0.81	0.89	0.88	0.50	0.68	0.50
Standard error		0.02	0.03	0.03	0.11	0.07	0.05	0.04	0.05	0.05	0.03	0.04	0.06	0.05	0.03	0.05	0.11	0.07	0.16	0.25	0.03	0.05	0.05

## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	487	513	53	133	162	204	196	250	356	213	158	230	249	242	34	135	30	12	289	199	100	
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	229	245	35	138	30	15	238	194	99	
NET: Well	693	367	326	84	125	141	136	98	108	182	204	131	149	207	165	32	75	21	11	202	128	73	
	69%	73%	66%	74%	67%	72%	71%	70%	63%	82%	72%	68%	58%	90%	67%	91%	54%	72%	76%	85%	66%	74%	
Very well	(4)	61	35	26	3	21	15	6	7	10	20	15	12	11	16	18	2	8	1	2	17	9	3
		6%	7%	5%	2%	11%	8%	3%	5%	6%	9%	5%	6%	4%	7%	7%	5%	6%	2%	16%	7%	5%	3%
Quite well	(3)	633	332	300	82	105	126	131	91	98	162	189	118	138	191	147	30	67	21	9	185	120	70
		63%	66%	61%	72%	56%	65%	68%	65%	57%	73%	66%	61%	53%	83%	60%	86%	48%	70%	60%	78%	62%	71%
Quite badly	(2)	210	93	117	18	41	42	40	31	35	28	60	41	76	14	57	3	46	6	2	29	46	21
		21%	18%	24%	16%	22%	22%	21%	23%	21%	13%	21%	21%	29%	6%	23%	9%	34%	20%	16%	12%	24%	21%
Very badly	(1)	59	26	33	9	11	6	12	9	12	7	13	13	23	3	12	-	14	2	1	3	8	5
		6%	5%	7%	8%	6%	3%	6%	6%	7%	3%	5%	7%	9%	1%	5%	-	10%	8%	8%	1%	4%	5%
NET: Badly		269	118	150	27	52	48	53	40	47	35	73	53	99	17	69	3	60	8	4	32	54	26
		27%	23%	30%	24%	28%	25%	27%	29%	28%	16%	26%	28%	38%	7%	28%	9%	44%	28%	24%	14%	28%	26%
Don't know		38	19	19	2	9	5	4	1	16	6	7	8	11	5	11	-	3	-	-	4	11	-
		4%	4%	4%	2%	5%	3%	2%	1%	9%	3%	3%	4%	4%	2%	5%	-	2%	-	-	2%	6%	-
Mean		2.72	2.78	2.67	2.70	2.76	2.80	2.69	2.69	2.68	2.90	2.75	2.71	2.55	2.98	2.73	2.96	2.51	2.66	2.84	2.92	2.71	2.72
Standard deviation		0.67	0.65	0.69	0.65	0.74	0.62	0.64	0.67	0.71	0.58	0.63	0.69	0.72	0.44	0.67	0.37	0.76	0.67	0.81	0.50	0.63	0.61
Standard error		0.02	0.03	0.03	0.09	0.07	0.05	0.05	0.05	0.05	0.03	0.04	0.06	0.05	0.03	0.04	0.06	0.07	0.12	0.24	0.03	0.05	0.06

## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	487	513	53	133	162	204	196	250	356	213	158	230	249	242	34	135	30	12	289	199	100
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	229	245	35	138	30	15	238	194	99
I am satisfied with the job David Cameron is doing overall as Prime Minister	323	164	159	39	52	68	60	41	63	81	109	52	68	156	40	14	25	6	2	145	34	22
	32%	33%	32%	35%	28%	35%	31%	30%	37%	36%	38%	27%	26%	68%	16%	40%	18%	20%	11%	61%	17%	22%
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	283	139	144	30	55	62	52	45	39	66	92	56	61	68	46	18	62	5	4	71	40	38
	28%	28%	29%	27%	29%	32%	27%	32%	23%	30%	32%	29%	24%	30%	19%	51%	45%	15%	27%	30%	20%	39%
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.	262	133	130	36	52	46	48	39	42	54	55	57	90	3	150	3	34	12	5	16	108	35
	26%	26%	26%	31%	28%	24%	25%	28%	25%	24%	19%	29%	35%	1%	61%	9%	24%	40%	30%	7%	56%	35%
Refused	40	24	16	2	9	6	9	6	8	6	10	7	11	-	1	-	4	1	-	2	1	-
	4%	5%	3%	2%	5%	3%	5%	4%	4%	3%	3%	4%	4%	-	*	-	3%	4%	-	1%	*	-
Don't know	91	45	46	7	19	13	24	8	20	16	18	20	28	2	8	-	14	6	5	5	12	4
	9%	9%	9%	6%	10%	7%	12%	6%	12%	7%	6%	10%	11%	1%	3%	-	10%	20%	32%	2%	6%	4%

## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	487	513	53	133	162	204	196	250	356	213	158	230	249	242	34	135	30	12	289	199	100
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	229	245	35	138	30	15	238	194	99
Labour	459	240	219	33	74	87	107	71	86	114	139	77	116	108	151	15	60	13	5	106	125	54
	46%	48%	44%	29%	39%	45%	56%	51%	50%	51%	49%	40%	45%	47%	61%	42%	44%	44%	37%	45%	64%	54%
The Conservatives	303	158	145	17	48	60	70	48	61	90	93	55	57	106	66	7	45	8	3	110	57	35
	30%	31%	29%	15%	26%	31%	36%	35%	35%	41%	33%	29%	22%	46%	27%	20%	33%	26%	21%	46%	29%	35%
The UK Independence Party (UKIP)	101	44	57	12	23	18	27	12	10	22	30	19	23	23	29	6	15	2	3	20	19	13
	10%	9%	12%	11%	13%	9%	14%	8%	6%	10%	11%	10%	9%	10%	12%	17%	11%	6%	20%	8%	10%	13%
The Liberal Democrat	97	49	48	6	23	23	24	11	10	23	29	21	24	26	27	5	9	4	2	19	17	17
	10%	10%	10%	5%	12%	12%	13%	8%	6%	11%	10%	11%	9%	11%	11%	15%	6%	15%	14%	8%	9%	17%
None of them	408	208	201	69	88	78	60	50	62	81	108	86	111	79	67	16	59	13	9	85	60	29
	41%	41%	40%	61%	47%	40%	31%	36%	36%	37%	38%	45%	43%	34%	27%	45%	42%	45%	59%	36%	31%	30%
Don't know	22	7	14	3	7	4	3	2	3	1	5	5	8	3	5	-	1	1	-	2	2	-
	2%	1%	3%	2%	4%	2%	2%	1%	2%	1%	2%	3%	3%	1%	2%	-	*	4%	-	1%	1%	-

## South Swindon Poll

### CATI Fieldwork : 3rd-12th 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	487	513	53	133	162	204	196	250	356	213	158	230	249	242	34	135	30	12	289	199	100
Weighted base	1000	504	496	114	186	195	193	139	171	222	284	192	258	229	245	35	138	30	15	238	194	99
A Labour government	318	166	153	46	72	62	51	40	47	59	77	63	113	7	184	4	41	7	7	14	118	31
	32%	33%	31%	40%	39%	32%	26%	28%	28%	27%	27%	33%	44%	3%	75%	12%	30%	24%	50%	6%	61%	31%
A Conservative government	281	149	132	34	29	55	60	45	58	74	89	58	49	178	7	3	41	1	3	165	16	14
	28%	29%	27%	30%	16%	28%	31%	32%	34%	33%	31%	30%	19%	78%	3%	8%	29%	5%	23%	69%	8%	14%
A coalition between Labour and the Liberal Democrats	116	62	54	15	32	21	16	16	17	29	36	15	34	6	39	9	15	14	1	10	31	24
	12%	12%	11%	13%	17%	11%	8%	11%	10%	13%	13%	8%	13%	3%	16%	27%	11%	47%	5%	4%	16%	24%
A coalition between the Conservatives and the Liberal Democrats	110	51	60	3	13	30	27	17	22	25	41	15	25	36	9	17	15	2	-	27	15	21
	11%	10%	12%	2%	7%	15%	14%	12%	13%	11%	15%	8%	10%	16%	4%	48%	11%	6%	-	11%	8%	21%
Don't know	174	78	97	17	41	26	40	22	28	36	41	41	37	2	6	2	26	5	3	21	14	10
	17%	15%	19%	15%	22%	13%	21%	16%	16%	16%	14%	21%	14%	1%	2%	5%	19%	17%	22%	9%	7%	10%

**South Swindon Poll**  
**CATI Fieldwork : 3rd-12th 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	487 49%	504 50%
Female	513 51%	496 50%

**South Swindon Poll**  
**CATI Fieldwork : 3rd-12th 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	53 5%	114 11%
25-34	133 13%	186 19%
35-44	162 16%	195 19%
45-54	204 20%	193 19%
55-64	196 20%	139 14%
65 or older	250 25%	171 17%
Refused	2 *	2 *

**South Swindon Poll**  
**CATI Fieldwork : 3rd-12th 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	106 11%	63 6%
B	250 25%	159 16%
C1	213 21%	284 28%
C2	158 16%	192 19%
D	105 11%	140 14%
E	125 13%	118 12%
Refused	43 4%	43 4%



**South Swindon Poll**  
**CATI Fieldwork : 3rd-12th 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%	238 24%
Labour	199 20%	194 19%
Liberal Democrats	100 10%	99 10%
Another party	52 5%	38 4%
Did not vote	257 26%	332 33%
Refused	54 5%	48 5%
Don't know	49 5%	51 5%