

Southampton Itchen Poll

CATI Fieldwork : 24th February - 7th 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	463	537	51	132	160	177	189	290	297	224	174	275	264	249	35	148	42	4	276	226	107	
Weighted base	1000	500	500	180	200	160	160	120	180	165	301	223	281	211	268	45	146	57	4	199	198	109	
Certain to vote	(10)	561	304	258	83	83	99	93	80	123	102	190	112	141	142	171	31	106	38	3	151	153	88
		56%	61%	52%	46%	42%	62%	58%	67%	68%	62%	63%	50%	50%	68%	64%	68%	73%	67%	67%	76%	77%	80%
	(9)	46	21	25	4	11	6	7	9	9	10	5	9	20	10	14	2	6	6	-	7	10	5
		5%	4%	5%	2%	6%	4%	4%	7%	5%	6%	2%	4%	7%	5%	5%	4%	4%	11%	-	4%	5%	5%
	(8)	79	46	33	13	15	8	19	8	16	12	32	21	13	27	17	3	10	6	-	14	17	6
		8%	9%	7%	7%	7%	5%	12%	7%	9%	7%	11%	9%	4%	13%	6%	7%	7%	10%	-	7%	9%	5%
	(7)	40	16	23	7	18	5	1	3	5	6	11	14	6	9	14	-	8	-	-	9	3	3
		4%	3%	5%	4%	9%	3%	1%	3%	3%	4%	4%	6%	2%	5%	5%	-	5%	-	-	5%	1%	2%
	(6)	28	5	23	6	9	1	2	6	3	3	8	6	13	4	3	2	3	-	-	4	-	1
		3%	1%	5%	3%	5%	1%	1%	5%	2%	2%	3%	2%	4%	2%	1%	4%	2%	-	-	2%	-	1%
	(5)	79	32	47	29	12	13	12	5	8	10	12	24	27	9	33	2	8	3	-	7	8	3
		8%	6%	9%	16%	6%	8%	8%	4%	5%	6%	4%	11%	10%	4%	12%	3%	6%	5%	-	3%	4%	3%
	(4)	10	4	6	-	2	4	2	-	1	2	-	3	3	3	1	-	1	1	-	1	-	-
		1%	1%	1%	-	1%	3%	1%	-	1%	1%	-	1%	1%	1%	*	-	1%	1%	-	*	-	-
	(3)	45	22	23	21	15	3	5	1	1	4	19	13	9	3	7	4	2	-	1	-	3	2
		4%	4%	5%	11%	7%	2%	3%	1%	*	2%	6%	6%	3%	1%	2%	9%	2%	-	33%	-	1%	2%
	(2)	17	6	11	6	4	2	3	1	1	5	7	1	2	2	7	2	1	3	-	-	-	1
		2%	1%	2%	3%	2%	1%	2%	1%	*	3%	2%	1%	1%	1%	3%	4%	1%	5%	-	-	-	1%
Definitely would not vote	(1)	95	44	51	13	30	18	15	7	12	11	16	21	45	-	-	-	-	-	-	6	3	*
		9%	9%	10%	7%	15%	11%	9%	6%	7%	7%	5%	10%	16%	-	-	-	-	-	-	3%	1%	*
Don't know		2	-	2	-	-	-	1	-	1	-	-	-	2	-	-	-	-	-	-	-	1	-
		*	-	*	-	-	-	1%	-	*	-	-	-	1%	-	-	-	-	-	-	-	1%	-
Mean		7.81	8.07	7.54	7.10	6.93	7.92	7.98	8.66	8.67	8.22	8.25	7.56	7.29	9.00	8.58	8.53	9.09	8.93	7.68	9.13	9.29	9.32
Standard deviation		3.11	3.01	3.18	3.20	3.41	3.20	3.07	2.50	2.56	2.90	2.83	3.09	3.46	1.80	2.27	2.61	1.78	2.14	3.84	1.97	1.72	1.75
Standard error		0.10	0.14	0.14	0.45	0.30	0.25	0.23	0.18	0.15	0.17	0.19	0.23	0.21	0.11	0.14	0.44	0.15	0.33	1.92	0.12	0.11	0.17

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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	463	537	51	132	160	177	189	290	297	224	174	275	264	249	35	148	42	4	276	226	107
Weighted base	1000	500	500	180	200	160	160	120	180	165	301	223	281	211	268	45	146	57	4	199	198	109
Conservative	211	120	90	28	28	27	39	29	60	50	57	51	49	211	-	-	-	-	-	126	9	12
	21%	24%	18%	16%	14%	17%	24%	24%	33%	30%	19%	23%	17%	100%	-	-	-	-	-	63%	5%	11%
Labour	268	117	151	52	70	40	37	28	40	44	95	57	64	-	268	-	-	-	-	11	141	15
	27%	23%	30%	29%	35%	25%	23%	24%	22%	27%	32%	26%	23%	-	100%	-	-	-	-	5%	71%	14%
Liberal Democrat	45	30	15	5	18	8	3	4	7	8	20	5	11	-	-	45	-	-	-	-	-	31
	5%	6%	3%	3%	9%	5%	2%	4%	4%	5%	7%	2%	4%	-	-	100%	-	-	-	-	-	28%
The UK Independence Party (UKIP)	146	84	62	18	22	23	31	23	28	11	29	51	53	-	-	-	146	-	-	33	26	17
	15%	17%	12%	10%	11%	15%	20%	19%	16%	7%	10%	23%	19%	-	-	-	100%	-	-	16%	13%	15%
The Green Party	57	39	17	23	10	10	6	6	2	13	25	4	10	-	-	-	-	57	-	-	2	13
	6%	8%	3%	13%	5%	6%	4%	5%	1%	8%	8%	2%	4%	-	-	-	-	100%	-	-	1%	12%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	4	2	2	-	2	1	2	-	-	1	2	-	1	-	-	-	-	-	4	-	2	-
	*	*	*	-	1%	*	1%	-	-	1%	1%	-	*	-	-	-	-	-	100%	-	1%	-
Would not vote	95	44	51	13	30	18	15	7	12	11	16	21	45	-	-	-	-	-	-	6	3	*
	9%	9%	10%	7%	15%	11%	9%	6%	7%	7%	5%	10%	16%	-	-	-	-	-	-	3%	1%	*
Refused	35	20	15	-	4	5	8	4	13	4	11	6	8	-	-	-	-	-	-	4	3	2
	3%	4%	3%	-	2%	3%	5%	4%	7%	2%	4%	3%	3%	-	-	-	-	-	-	2%	2%	2%
Don't know	140	43	97	41	18	27	20	17	18	23	46	27	40	-	-	-	-	-	-	19	13	20
	14%	9%	19%	23%	9%	17%	12%	14%	10%	14%	15%	12%	14%	-	-	-	-	-	-	10%	7%	18%

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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	567	285	282	24	66	86	97	117	177	184	132	96	144	204	190	26	113	32	3	203	166	66
Weighted base	537	296	241	87	96	84	87	74	109	98	171	118	139	160	187	32	112	43	2	140	147	71
Conservative	160	92	68	22	14	23	32	23	46	37	45	40	36	160	-	-	-	-	-	105	8	9
	30%	31%	28%	26%	15%	27%	36%	32%	42%	37%	26%	34%	26%	100%	-	-	-	-	-	75%	5%	12%
Labour	187	84	103	27	47	29	28	23	32	36	67	36	45	-	187	-	-	-	-	8	115	12
	35%	28%	43%	32%	49%	35%	32%	32%	30%	37%	39%	30%	33%	-	100%	-	-	-	-	5%	78%	17%
Liberal Democrat	32	24	8	4	9	7	2	4	6	7	15	3	6	-	-	32	-	-	-	-	-	25
	6%	8%	3%	5%	10%	9%	2%	5%	5%	7%	8%	3%	5%	-	-	100%	-	-	-	-	-	35%
The UK Independence Party (UKIP)	112	66	46	15	16	18	23	18	24	7	25	36	43	-	-	-	112	-	-	27	23	14
	21%	22%	19%	17%	17%	21%	26%	24%	22%	7%	14%	31%	31%	-	-	-	100%	-	-	19%	15%	20%
The Green Party	43	30	13	19	8	6	3	6	2	11	19	2	8	-	-	-	-	43	-	-	2	11
	8%	10%	6%	21%	9%	8%	3%	8%	1%	11%	11%	2%	6%	-	-	-	-	100%	-	-	1%	16%
Some other party	2	1	1	-	1	*	*	-	-	1	1	-	*	-	-	-	-	-	2	-	*	-
	*	*	1%	-	1%	1%	1%	-	-	1%	1%	-	*	-	-	-	-	-	100%	-	*	-

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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	30%
Labour	35%
Liberal Democrat	7%
UKIP	20%
Green	8%

Other *

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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	463	537	51	132	160	177	189	290	297	224	174	275	264	249	35	148	42	4	276	226	107
Weighted base	1000	500	500	180	200	160	160	120	180	165	301	223	281	211	268	45	146	57	4	199	198	109
Conservative	212	122	90	25	32	30	36	25	64	45	62	48	49	173	6	1	13	4	-	122	11	15
	21%	24%	18%	14%	16%	19%	23%	21%	35%	28%	21%	21%	18%	82%	2%	2%	9%	8%	-	61%	6%	13%
Labour	313	137	176	61	76	50	45	35	47	53	105	67	78	21	252	4	11	4	-	19	151	23
	31%	27%	35%	34%	38%	32%	28%	29%	26%	32%	35%	30%	28%	10%	94%	9%	7%	7%	-	10%	76%	21%
Liberal Democrat	43	25	18	2	12	7	5	7	10	8	18	6	10	5	1	31	3	-	-	3	-	26
	4%	5%	4%	1%	6%	5%	3%	6%	5%	5%	6%	3%	3%	2%	*	69%	2%	-	-	2%	-	24%
The UK Independence Party (UKIP)	127	74	54	18	20	17	31	22	20	8	27	45	46	5	2	-	117	-	-	27	21	15
	13%	15%	11%	10%	10%	10%	19%	18%	11%	5%	9%	20%	16%	2%	1%	-	80%	-	-	13%	11%	14%
The Green Party	41	25	16	10	7	9	7	5	2	10	10	5	12	-	1	4	*	34	-	-	1	12
	4%	5%	3%	5%	4%	6%	4%	4%	1%	6%	3%	2%	4%	-	*	8%	*	59%	-	-	1%	11%
The British National Party (BNP)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Some other party	4	2	2	-	2	1	1	-	1	1	2	1	1	-	-	1	-	-	3	-	1	-
	*	*	*	-	1%	*	1%	-	*	*	1%	*	*	-	-	1%	-	-	87%	-	1%	-
Would not vote	95	44	51	13	30	18	15	7	12	11	16	21	45	-	-	-	-	-	-	6	3	*
	9%	9%	10%	7%	15%	11%	9%	6%	7%	7%	5%	10%	16%	-	-	-	-	-	-	3%	1%	*
Refused	21	13	8	-	-	3	6	4	7	3	5	5	5	-	-	-	-	-	-	2	*	*
	2%	3%	2%	-	-	2%	3%	3%	4%	2%	2%	2%	2%	-	-	-	-	-	-	1%	*	*
Don't know	144	60	84	51	22	24	14	15	18	26	57	25	34	7	5	5	3	15	1	20	9	17
	14%	12%	17%	29%	11%	15%	9%	12%	10%	16%	19%	11%	12%	3%	2%	11%	2%	26%	13%	10%	4%	16%

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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	584	285	299	21	65	90	102	121	185	185	136	98	151	199	187	25	110	28	2	205	173	72
Weighted base	539	290	249	73	97	88	92	75	114	97	165	120	144	157	182	30	110	31	2	142	153	75
Conservative	166	94	72	21	19	26	30	21	50	35	49	40	36	135	4	1	11	4	-	103	8	13
	31%	32%	29%	28%	19%	29%	33%	27%	44%	36%	30%	33%	25%	86%	2%	2%	10%	12%	-	73%	5%	17%
Labour	215	101	114	28	51	38	34	28	37	42	73	41	56	15	176	3	8	2	-	14	125	18
	40%	35%	46%	38%	52%	43%	37%	37%	32%	44%	44%	34%	39%	10%	96%	12%	7%	8%	-	10%	82%	24%
Liberal Democrat	32	20	11	2	7	6	3	5	8	6	14	4	7	4	1	24	2	-	-	3	-	23
	6%	7%	5%	3%	8%	7%	3%	7%	7%	7%	8%	3%	5%	2%	*	81%	2%	-	-	2%	-	30%
The UK Independence Party (UKIP)	96	57	39	15	15	11	22	17	17	5	22	32	36	4	1	-	89	-	-	22	19	13
	18%	20%	16%	20%	15%	13%	23%	22%	15%	6%	13%	27%	25%	2%	1%	-	81%	-	-	15%	12%	18%
The Green Party	28	17	11	8	4	6	4	5	2	7	6	3	8	-	*	1	*	25	-	-	1	8
	5%	6%	5%	11%	4%	7%	4%	6%	2%	8%	3%	3%	6%	-	*	4%	*	80%	-	-	1%	11%
Some other party	2	*	2	-	1	*	*	-	1	*	1	1	*	-	-	1	-	-	2	-	*	-
	*	*	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	31%
Labour	39%
Liberal Democrat	7%
UKIP	17%
Green	5%

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	463	537	51	132	160	177	189	290	297	224	174	275	264	249	35	148	42	4	276	226	107
Weighted base	1000	500	500	180	200	160	160	120	180	165	301	223	281	211	268	45	146	57	4	199	198	109
I would not vote UKIP	632	314	318	119	137	97	92	70	116	127	204	121	159	160	222	38	-	47	3	121	147	79
	63%	63%	64%	66%	68%	61%	58%	59%	65%	77%	68%	54%	57%	76%	83%	83%	-	84%	87%	61%	74%	73%
I would not vote Liberal Democrat	628	332	296	107	110	93	118	78	122	87	185	145	196	156	186	-	117	35	2	145	142	36
	63%	66%	59%	60%	55%	58%	74%	65%	68%	53%	62%	65%	70%	74%	69%	-	80%	61%	40%	73%	72%	33%
I would not vote Conservative	495	244	251	84	108	89	80	58	75	68	150	110	158	-	213	23	97	43	2	25	155	65
	49%	49%	50%	47%	54%	56%	50%	49%	42%	42%	50%	49%	56%	-	80%	50%	66%	76%	40%	13%	78%	60%
I would not vote Labour	401	216	185	54	62	62	82	52	89	58	110	93	127	155	-	17	102	31	-	141	17	39
	40%	43%	37%	30%	31%	39%	51%	43%	49%	35%	37%	42%	45%	73%	-	37%	70%	54%	-	71%	8%	36%
None of these - I would potentially vote for all of them	75	45	30	21	15	12	6	11	10	8	19	24	19	9	5	2	3	8	1	11	7	2
	8%	9%	6%	12%	7%	7%	4%	9%	6%	5%	6%	11%	7%	4%	2%	5%	2%	14%	13%	6%	4%	2%
Don't know	13	2	11	6	2	1	1	-	3	2	5	1	4	-	-	-	-	-	-	-	-	-
	1%	*	2%	3%	1%	1%	1%	-	1%	1%	2%	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	463	537	51	132	160	177	189	290	297	224	174	275	264	249	35	148	42	4	276	226	107	
Weighted base	1000	500	500	180	200	160	160	120	180	165	301	223	281	211	268	45	146	57	4	199	198	109	
NET: Well	632	344	288	130	121	100	86	79	114	119	201	143	149	180	153	35	82	38	1	157	117	77	
	63%	69%	58%	72%	61%	62%	54%	66%	63%	72%	67%	64%	53%	86%	57%	77%	56%	67%	27%	79%	59%	71%	
Very well	(4)	57	40	17	19	10	1	8	8	11	7	25	13	11	24	10	1	3	5	-	17	6	5
		6%	8%	3%	11%	5%	1%	5%	6%	6%	4%	8%	6%	4%	11%	4%	2%	2%	10%	-	8%	3%	5%
Quite well	(3)	575	304	271	111	111	98	79	72	103	112	177	131	137	157	143	34	79	33	1	140	111	72
		57%	61%	54%	62%	56%	62%	49%	60%	57%	68%	59%	59%	49%	74%	53%	75%	54%	57%	27%	70%	56%	66%
Quite badly	(2)	251	101	150	29	57	41	51	29	43	37	69	60	79	21	85	9	51	14	3	25	63	26
		25%	20%	30%	16%	29%	26%	32%	24%	24%	22%	23%	27%	28%	10%	32%	20%	35%	24%	73%	12%	32%	24%
Very badly	(1)	67	28	39	6	15	12	16	7	12	6	16	9	33	3	16	1	9	1	-	4	14	3
		7%	6%	8%	4%	7%	7%	10%	6%	6%	4%	5%	4%	12%	2%	6%	3%	6%	1%	-	2%	7%	3%
NET: Badly		318	129	189	36	72	53	67	36	54	43	85	69	113	24	100	10	60	14	3	29	77	30
		32%	26%	38%	20%	36%	33%	42%	30%	30%	26%	28%	31%	40%	11%	38%	23%	41%	25%	73%	14%	39%	27%
Don't know		50	27	23	14	6	7	6	4	11	3	15	10	20	6	14	-	5	4	-	13	5	2
		5%	5%	5%	8%	3%	5%	4%	4%	6%	2%	5%	5%	7%	3%	5%	-	3%	8%	-	7%	2%	2%
Mean		2.66	2.75	2.56	2.86	2.61	2.59	2.51	2.69	2.68	2.74	2.73	2.69	2.48	2.98	2.58	2.76	2.54	2.82	2.27	2.91	2.56	2.74
Standard deviation		0.70	0.69	0.70	0.66	0.71	0.65	0.75	0.69	0.70	0.60	0.69	0.65	0.77	0.53	0.67	0.54	0.65	0.63	0.51	0.55	0.67	0.60
Standard error		0.02	0.03	0.03	0.09	0.06	0.05	0.06	0.05	0.04	0.04	0.05	0.05	0.05	0.03	0.04	0.09	0.05	0.10	0.26	0.03	0.05	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	463	537	51	132	160	177	189	290	297	224	174	275	264	249	35	148	42	4	276	226	107	
Weighted base	1000	500	500	180	200	160	160	120	180	165	301	223	281	211	268	45	146	57	4	199	198	109	
NET: Well	673	361	312	151	139	101	86	78	116	129	227	145	154	174	181	34	82	45	2	159	128	74	
	67%	72%	62%	84%	70%	63%	54%	65%	65%	78%	76%	65%	55%	82%	68%	75%	56%	79%	60%	80%	64%	68%	
Very well	(4)	64	39	24	17	20	5	4	3	16	9	25	11	17	21	11	6	5	5	-	22	9	7
		6%	8%	5%	9%	10%	3%	3%	2%	9%	6%	8%	5%	6%	10%	4%	13%	4%	10%	-	11%	5%	7%
Quite well	(3)	609	321	288	135	119	96	82	75	101	120	202	134	136	152	170	28	77	39	2	137	119	67
		61%	64%	58%	75%	60%	60%	51%	63%	56%	73%	67%	60%	48%	72%	64%	63%	53%	69%	60%	69%	60%	61%
Quite badly	(2)	230	94	135	22	44	45	48	31	39	30	48	61	82	24	68	11	53	9	2	26	55	27
		23%	19%	27%	12%	22%	28%	30%	26%	21%	18%	16%	27%	29%	11%	26%	23%	36%	15%	40%	13%	28%	25%
Very badly	(1)	62	25	37	6	13	8	18	6	12	3	15	9	34	4	14	1	6	1	-	5	13	3
		6%	5%	7%	3%	6%	5%	11%	5%	7%	2%	5%	4%	12%	2%	5%	1%	4%	2%	-	3%	6%	3%
NET: Badly		292	120	173	28	57	53	66	37	50	34	64	69	116	28	82	11	58	10	2	31	68	30
		29%	24%	35%	16%	28%	33%	41%	31%	28%	20%	21%	31%	41%	13%	31%	25%	40%	17%	40%	16%	34%	28%
Don't know		35	20	15	-	4	6	7	5	13	2	10	9	12	9	5	-	5	2	-	9	3	5
		4%	4%	3%	-	2%	4%	5%	4%	7%	1%	3%	4%	4%	4%	2%	-	4%	4%	-	4%	2%	4%
Mean		2.70	2.78	2.62	2.90	2.74	2.64	2.47	2.65	2.72	2.83	2.81	2.69	2.51	2.95	2.68	2.86	2.58	2.90	2.60	2.92	2.63	2.75
Standard deviation		0.69	0.66	0.70	0.59	0.72	0.63	0.74	0.62	0.73	0.55	0.65	0.63	0.79	0.55	0.64	0.64	0.64	0.58	0.57	0.60	0.68	0.62
Standard error		0.02	0.03	0.03	0.08	0.06	0.05	0.06	0.05	0.04	0.03	0.04	0.05	0.05	0.03	0.04	0.11	0.05	0.09	0.29	0.04	0.05	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	463	537	51	132	160	177	189	290	297	224	174	275	264	249	35	148	42	4	276	226	107
Weighted base	1000	500	500	180	200	160	160	120	180	165	301	223	281	211	268	45	146	57	4	199	198	109
I am satisfied with the job David Cameron is doing overall as Prime Minister	332 33%	166 33%	166 33%	72 40%	64 32%	44 28%	46 29%	35 29%	71 40%	49 30%	99 33%	88 40%	88 31%	153 73%	50 19%	19 41%	24 17%	10 17%	1 33%	119 60%	34 17%	38 35%
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	264 26%	141 28%	123 25%	46 26%	51 26%	44 28%	46 29%	34 29%	42 24%	59 36%	71 24%	44 20%	79 28%	52 25%	38 14%	11 24%	63 43%	20 35%	-	59 30%	30 15%	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.	285 28%	142 28%	143 29%	45 25%	69 35%	46 29%	48 30%	34 29%	42 23%	37 22%	97 32%	69 31%	77 27%	3 2%	167 62%	11 24%	45 31%	19 33%	2 40%	15 7%	118 60%	34 32%
Refused	38 4%	20 4%	18 4%	2 1%	4 2%	9 6%	8 5%	6 5%	8 4%	6 4%	14 5%	8 4%	7 3%	-	2 1%	3 8%	5 3%	6 11%	1 13%	-	3 1%	6 5%
Don't know	81 8%	32 6%	49 10%	15 8%	11 6%	16 10%	12 8%	10 8%	16 9%	13 8%	20 7%	13 6%	30 11%	2 1%	11 4%	2 4%	9 6%	2 4%	1 13%	7 3%	13 7%	5 4%

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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	463	537	51	132	160	177	189	290	297	224	174	275	264	249	35	148	42	4	276	226	107
Weighted base	1000	500	500	180	200	160	160	120	180	165	301	223	281	211	268	45	146	57	4	199	198	109
Labour	498	251	247	58	83	86	79	79	114	94	146	98	144	113	151	20	72	32	1	110	132	57
	50%	50%	49%	32%	41%	54%	49%	66%	63%	57%	49%	44%	51%	54%	56%	43%	49%	57%	27%	55%	66%	52%
The Conservatives	397	214	184	50	47	65	63	60	113	78	127	78	101	116	106	13	57	28	1	114	88	49
	40%	43%	37%	28%	23%	41%	39%	50%	63%	47%	42%	35%	36%	55%	40%	28%	39%	49%	27%	57%	44%	45%
The UK Independence Party (UKIP)	112	65	47	32	21	10	19	12	18	16	35	26	32	26	23	4	31	10	-	21	23	10
	11%	13%	9%	18%	11%	6%	12%	10%	10%	10%	12%	12%	11%	12%	9%	9%	21%	17%	-	10%	12%	9%
The Liberal Democrat	86	42	44	2	22	14	13	14	21	20	28	14	24	16	19	9	14	6	2	19	12	15
	9%	8%	9%	1%	11%	9%	8%	12%	12%	12%	9%	6%	9%	7%	7%	19%	10%	11%	54%	10%	6%	14%
None of them	331	165	166	93	83	49	46	26	32	42	98	88	95	55	83	16	46	16	1	48	46	29
	33%	33%	33%	52%	42%	31%	29%	22%	18%	25%	33%	39%	34%	26%	31%	35%	31%	28%	33%	24%	23%	27%
Don't know	20	7	13	-	9	7	3	1	1	3	6	5	6	1	-	3	2	-	-	1	1	3
	2%	1%	3%	-	5%	4%	2%	1%	*	2%	2%	2%	2%	1%	-	7%	1%	-	-	*	*	2%

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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	463	537	51	132	160	177	189	290	297	224	174	275	264	249	35	148	42	4	276	226	107
Weighted base	1000	500	500	180	200	160	160	120	180	165	301	223	281	211	268	45	146	57	4	199	198	109
A Labour government	355	158	197	83	91	50	54	32	46	46	137	72	92	*	224	6	43	19	1	13	146	23
	35%	32%	39%	46%	45%	31%	34%	27%	25%	28%	46%	32%	33%	*	84%	12%	29%	34%	33%	6%	73%	21%
A Conservative government	262	148	113	42	36	28	47	34	75	51	59	69	73	171	7	1	42	6	-	143	13	15
	26%	30%	23%	23%	18%	17%	29%	28%	41%	31%	20%	31%	26%	81%	3%	2%	29%	10%	-	72%	6%	13%
A coalition between the Conservatives and the Liberal Democrats	113	57	57	17	21	24	21	12	17	17	32	27	35	26	1	13	32	8	-	21	7	29
	11%	11%	11%	10%	11%	15%	13%	10%	10%	10%	11%	12%	13%	12%	*	29%	22%	14%	-	10%	4%	26%
A coalition between Labour and the Liberal Democrats	107	67	40	22	27	22	7	18	11	31	25	18	31	7	28	23	9	18	2	6	20	32
	11%	13%	8%	12%	13%	14%	5%	15%	6%	19%	8%	8%	11%	3%	11%	51%	6%	31%	40%	3%	10%	30%
Don't know	164	71	93	16	25	36	31	24	31	20	47	36	49	6	7	2	21	7	1	16	12	11
	16%	14%	19%	9%	12%	23%	19%	20%	17%	12%	15%	16%	18%	3%	3%	5%	14%	12%	27%	8%	6%	10%

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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	463 46%	500 50%
Female	537 54%	500 50%

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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	51 5%	180 18%
25-34	132 13%	200 20%
35-44	160 16%	160 16%
45-54	177 18%	160 16%
55-64	189 19%	120 12%
65 or older	290 29%	180 18%
Refused	1 *	1 *

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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	67 7%	33 3%
B	230 23%	131 13%
C1	224 22%	301 30%
C2	174 17%	223 22%
D	116 12%	134 13%
E	159 16%	147 15%
Refused	30 3%	30 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	276 28%	199 20%
Labour	226 23%	198 20%
Liberal Democrats	107 11%	109 11%
Another party	46 5%	34 3%
Did not vote	266 27%	380 38%
Refused	29 3%	21 2%
Don't know	50 5%	58 6%