

Worcester 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	1002	472	530	53	132	153	191	197	275	410	206	131	217	294	247	29	119	60	11	322	219	104	
Weighted base	1002	493	509	135	180	186	170	141	188	226	295	198	245	264	251	26	131	60	14	246	208	116	
Certain to vote	(10)	564	291	273	47	83	88	108	103	136	153	160	119	119	185	162	16	74	36	11	205	142	81
		56%	59%	54%	35%	46%	47%	63%	73%	72%	68%	54%	60%	49%	70%	65%	59%	56%	60%	79%	83%	68%	70%
	(9)	51	25	26	11	9	11	5	6	10	11	25	5	8	20	17	*	5	5	-	11	11	5
		5%	5%	5%	8%	5%	6%	3%	5%	5%	5%	9%	2%	3%	8%	7%	2%	4%	8%	-	4%	5%	4%
	(8)	77	31	46	13	13	22	11	7	11	12	25	13	25	23	19	3	16	4	-	11	16	11
		8%	6%	9%	10%	7%	12%	6%	5%	6%	5%	9%	7%	10%	9%	7%	11%	12%	6%	-	4%	8%	9%
	(7)	50	27	23	14	11	9	6	4	7	5	18	6	17	11	18	-	6	4	-	3	5	7
		5%	6%	4%	10%	6%	5%	3%	3%	3%	2%	6%	3%	7%	4%	7%	-	4%	6%	-	1%	3%	6%
	(6)	27	15	12	4	8	11	2	1	2	7	8	-	8	3	9	-	4	6	-	3	7	4
		3%	3%	2%	3%	4%	6%	1%	*	1%	3%	3%	-	3%	1%	4%	-	3%	9%	-	1%	3%	3%
	(5)	83	37	45	10	19	23	12	8	11	17	18	18	26	17	18	5	14	2	3	7	15	5
		8%	8%	9%	7%	11%	12%	7%	6%	6%	8%	6%	9%	10%	7%	7%	19%	11%	4%	21%	3%	7%	4%
	(4)	9	7	2	3	2	1	-	-	2	2	4	-	3	1	-	-	3	-	-	1	1	-
		1%	1%	*	3%	1%	1%	-	-	1%	1%	1%	-	1%	*	-	-	2%	-	-	*	*	-
	(3)	21	9	13	3	8	4	3	-	2	8	6	6	2	4	5	1	7	-	-	2	2	2
		2%	2%	2%	2%	4%	2%	2%	-	1%	3%	2%	3%	1%	1%	2%	5%	5%	-	-	1%	1%	2%
	(2)	19	9	10	9	4	3	3	1	-	1	6	6	4	-	3	1	2	4	-	-	-	1
		2%	2%	2%	7%	2%	1%	1%	1%	-	*	2%	3%	2%	-	1%	4%	2%	7%	-	-	-	1%
Definitely would not vote	(1)	94	41	53	19	24	13	22	11	6	10	21	25	30	-	-	-	-	-	-	3	7	-
		9%	8%	10%	14%	13%	7%	13%	8%	3%	5%	7%	13%	12%	-	-	-	-	-	-	1%	3%	-
Don't know		7	1	6	3	-	2	-	-	2	-	3	-	3	-	-	-	-	-	-	-	2	-
		1%	*	1%	2%	-	1%	-	-	1%	-	1%	-	1%	-	-	-	-	-	-	-	1%	-
Mean		7.91	8.06	7.77	6.78	7.17	7.75	7.96	8.72	8.97	8.55	8.09	7.69	7.50	9.13	8.82	8.14	8.27	8.51	8.94	9.44	8.81	9.01
Standard deviation		3.04	2.94	3.12	3.39	3.32	2.82	3.24	2.67	2.14	2.58	2.84	3.37	3.17	1.64	1.95	2.66	2.40	2.34	2.12	1.58	2.24	1.84
Standard error		0.10	0.14	0.14	0.47	0.29	0.23	0.23	0.19	0.13	0.13	0.20	0.29	0.22	0.10	0.12	0.49	0.22	0.30	0.64	0.09	0.15	0.18

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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	1002	472	530	53	132	153	191	197	275	410	206	131	217	294	247	29	119	60	11	322	219	104
Weighted base	1002	493	509	135	180	186	170	141	188	226	295	198	245	264	251	26	131	60	14	246	208	116
Conservative	264	137	127	39	40	37	45	39	63	71	94	53	44	264	-	-	-	-	-	164	15	12
	26%	28%	25%	28%	22%	20%	27%	28%	34%	31%	32%	27%	18%	100%	-	-	-	-	-	67%	7%	11%
Labour	251	108	143	25	52	61	45	35	34	59	73	44	68	-	251	-	-	-	-	13	129	32
	25%	22%	28%	18%	29%	33%	26%	24%	18%	26%	25%	22%	28%	-	100%	-	-	-	-	5%	62%	27%
Liberal Democrat	26	8	18	1	5	8	4	3	5	10	7	1	9	-	-	26	-	-	-	2	5	11
	3%	2%	4%	1%	3%	4%	2%	2%	3%	5%	2%	*	3%	-	-	100%	-	-	-	1%	2%	9%
The UK Independence Party (UKIP)	131	87	45	19	17	22	22	22	30	16	28	40	39	-	-	-	131	-	-	32	23	14
	13%	18%	9%	14%	9%	12%	13%	16%	16%	7%	9%	20%	16%	-	-	-	100%	-	-	13%	11%	12%
The Green Party	60	32	28	8	18	16	6	5	7	21	20	7	10	-	-	-	-	60	-	6	7	23
	6%	6%	6%	6%	10%	8%	4%	4%	4%	9%	7%	4%	4%	-	-	-	-	100%	-	2%	3%	20%
The British National Party (BNP)	2	1	2	-	2	-	-	-	1	-	1	-	2	-	-	-	-	-	2	-	1	-
	*	*	*	-	1%	-	-	-	*	-	*	-	1%	-	-	-	-	-	18%	-	*	-
Some other party	11	10	2	6	1	3	-	1	*	5	-	6	-	-	-	-	-	-	11	-	1	4
	1%	2%	*	5%	*	2%	-	1%	*	2%	-	3%	-	-	-	-	-	-	82%	-	*	4%
Would not vote	94	41	53	19	24	13	22	11	6	10	21	25	30	-	-	-	-	-	-	3	7	-
	9%	8%	10%	14%	13%	7%	13%	8%	3%	5%	7%	13%	12%	-	-	-	-	-	-	1%	3%	-
Refused	45	21	24	-	8	4	5	10	17	10	12	6	12	-	-	-	-	-	-	7	1	3
	4%	4%	5%	-	5%	2%	3%	7%	9%	4%	4%	3%	5%	-	-	-	-	-	-	3%	1%	3%
Don't know	117	49	68	19	14	24	21	15	24	24	41	15	31	-	-	-	-	-	-	19	18	17
	12%	10%	13%	14%	8%	13%	13%	11%	13%	10%	14%	8%	13%	-	-	-	-	-	-	8%	9%	15%

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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	582	287	295	22	66	86	115	125	168	266	116	77	108	238	190	21	81	44	8	240	156	68
Weighted base	542	277	265	64	87	97	95	86	112	138	164	110	118	205	183	17	86	42	10	182	142	73
Conservative	205	106	98	28	29	27	37	33	51	59	74	39	30	205	-	-	-	-	-	138	13	9
	38%	38%	37%	44%	34%	28%	39%	38%	45%	43%	45%	35%	25%	100%	-	-	-	-	-	76%	9%	13%
Labour	183	81	102	16	32	43	34	29	29	46	48	34	50	-	183	-	-	-	-	11	104	27
	34%	29%	38%	25%	37%	44%	36%	34%	26%	33%	30%	31%	42%	-	100%	-	-	-	-	6%	73%	37%
Liberal Democrat	17	6	11	*	3	4	2	3	4	7	5	1	4	-	-	17	-	-	-	2	4	8
	3%	2%	4%	*	4%	4%	2%	3%	4%	5%	3%	1%	3%	-	-	100%	-	-	-	1%	3%	11%
The UK Independence Party (UKIP)	86	58	28	10	8	11	18	17	23	9	20	26	28	-	-	-	86	-	-	26	15	10
	16%	21%	11%	16%	10%	11%	19%	19%	20%	6%	12%	24%	24%	-	-	-	100%	-	-	15%	11%	14%
The Green Party	42	19	23	6	12	10	4	4	5	16	15	5	5	-	-	-	-	42	-	5	4	16
	8%	7%	9%	10%	14%	10%	5%	5%	4%	11%	9%	4%	4%	-	-	-	-	100%	-	3%	3%	22%
The British National Party (BNP)	2	1	1	-	1	-	-	-	1	-	1	-	1	-	-	-	-	-	2	-	1	-
	*	*	1%	-	2%	-	-	-	1%	-	*	-	1%	-	-	-	-	-	22%	-	1%	-
Some other party	8	7	1	3	1	3	-	1	*	2	-	5	-	-	-	-	-	-	8	-	1	2
	1%	2%	1%	5%	1%	3%	-	1%	*	1%	-	5%	-	-	-	-	-	-	78%	-	*	3%

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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	38%
Labour	33%
Liberal Democrat	4%
UKIP	15%
Green	7%
Other	2%

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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	1002	472	530	53	132	153	191	197	275	410	206	131	217	294	247	29	119	60	11	322	219	104
Weighted base	1002	493	509	135	180	186	170	141	188	226	295	198	245	264	251	26	131	60	14	246	208	116
Conservative	280	146	134	43	38	39	47	42	69	74	103	52	47	247	5	2	8	5	1	170	17	16
	28%	30%	26%	32%	21%	21%	28%	29%	37%	33%	35%	27%	19%	93%	2%	6%	6%	8%	10%	69%	8%	14%
Labour	253	118	135	22	51	63	44	33	41	60	64	42	79	3	218	3	7	9	-	18	131	34
	25%	24%	27%	16%	28%	34%	26%	23%	22%	27%	22%	21%	32%	1%	87%	11%	5%	14%	-	7%	63%	29%
Liberal Democrat	31	6	25	1	6	10	5	4	5	7	11	4	9	-	8	21	2	-	-	1	5	11
	3%	1%	5%	1%	3%	5%	3%	3%	3%	3%	4%	2%	3%	-	3%	78%	2%	-	-	*	2%	10%
The UK Independence Party (UKIP)	119	81	38	22	13	19	21	19	25	14	26	39	33	2	3	-	106	-	*	27	17	11
	12%	16%	7%	16%	7%	10%	12%	14%	13%	6%	9%	19%	14%	1%	1%	-	81%	-	2%	11%	8%	10%
The Green Party	51	24	27	8	12	11	7	8	5	22	10	9	8	2	2	1	3	39	-	3	5	18
	5%	5%	5%	6%	7%	6%	4%	6%	3%	10%	3%	4%	3%	1%	1%	5%	2%	64%	-	1%	3%	15%
The British National Party (BNP)	3	1	2	-	2	-	-	-	1	*	1	-	2	-	-	-	*	-	2	-	1	-
	*	*	*	-	1%	-	-	-	1%	*	*	-	1%	-	-	-	*	-	18%	-	*	-
Some other party	16	10	5	8	1	4	-	1	2	5	3	7	-	1	4	-	-	-	10	-	1	6
	2%	2%	1%	6%	1%	2%	-	*	1%	2%	1%	4%	-	*	2%	-	-	-	70%	-	*	5%
Would not vote	94	41	53	19	24	13	22	11	6	10	21	25	30	-	-	-	-	-	-	3	7	-
	9%	8%	10%	14%	13%	7%	13%	8%	3%	5%	7%	13%	12%	-	-	-	-	-	-	1%	3%	-
Refused	41	19	22	-	8	3	5	9	17	8	11	6	10	-	-	-	-	-	-	7	1	2
	4%	4%	4%	-	4%	2%	3%	6%	9%	4%	4%	3%	4%	-	-	-	-	-	-	3%	*	2%
Don't know	114	47	68	13	25	24	20	15	18	26	46	13	27	10	10	-	5	8	-	17	24	17
	11%	9%	13%	9%	14%	13%	12%	11%	10%	12%	15%	7%	11%	4%	4%	-	4%	13%	-	7%	11%	15%

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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	587	291	296	22	62	86	115	127	176	266	115	77	113	233	184	21	79	39	8	242	156	69	
Weighted base	542	276	266	62	82	96	96	88	118	138	159	110	123	199	178	17	83	36	10	183	140	74	
Conservative	213	109	104	27	30	29	39	34	54	60	78	38	33	193	2	1	5	4	*	142	14	13	
		39%	40%	39%	43%	36%	30%	41%	39%	45%	44%	49%	35%	27%	97%	1%	8%	6%	10%	2%	78%	10%	18%
Labour	187	87	100	16	33	43	33	28	35	48	47	33	53	2	168	3	3	4	-	15	106	28	
		35%	32%	37%	26%	40%	45%	34%	32%	29%	35%	30%	30%	43%	1%	94%	16%	4%	12%	-	8%	76%	38%
Liberal Democrat	18	2	16	*	2	5	3	4	4	4	7	4	4	-	4	12	2	-	-	1	4	9	
		3%	1%	6%	*	3%	6%	3%	4%	3%	3%	4%	4%	3%	-	2%	70%	2%	-	*	3%	12%	
The UK Independence Party (UKIP)	75	51	24	10	6	8	16	15	20	7	19	22	25	1	2	-	70	-	*	23	12	8	
		14%	18%	9%	16%	8%	9%	16%	17%	5%	12%	20%	21%	1%	1%	-	84%	-	3%	13%	9%	11%	
The Green Party	37	18	20	6	9	8	5	6	4	17	7	6	6	1	2	1	2	28	-	3	3	13	
		7%	6%	7%	10%	11%	8%	5%	7%	3%	12%	4%	6%	5%	1%	1%	6%	3%	78%	-	2%	2%	17%
The British National Party (BNP)	2	1	1	-	1	-	-	-	1	*	1	-	1	-	-	-	*	-	2	-	1	-	
		*	*	1%	-	2%	-	-	1%	*	1%	-	1%	-	-	-	*	-	22%	-	1%	-	
Some other party	9	8	2	3	1	3	-	1	1	2	*	6	-	*	*	-	-	-	7	-	1	4	
		2%	3%	1%	5%	1%	3%	-	1%	1%	2%	*	6%	-	*	*	-	-	74%	-	*	5%	

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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	40%
Labour	34%
Liberal Democrat	4%
UKIP	13%
Green	7%
Other	2%

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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	1002	472	530	53	132	153	191	197	275	410	206	131	217	294	247	29	119	60	11	322	219	104
Weighted base	1002	493	509	135	180	186	170	141	188	226	295	198	245	264	251	26	131	60	14	246	208	116
I would not vote Liberal Democrat	622	336	287	84	96	101	117	97	127	126	180	144	152	190	157	-	107	36	8	189	138	52
	62%	68%	56%	62%	53%	54%	69%	69%	67%	56%	61%	73%	62%	72%	63%	-	81%	60%	60%	77%	66%	45%
I would not vote UKIP	622	286	336	72	124	120	117	83	105	171	185	113	139	192	198	23	-	56	10	154	145	94
	62%	58%	66%	53%	69%	65%	68%	59%	56%	76%	63%	57%	57%	73%	79%	87%	-	94%	71%	63%	70%	81%
I would not vote Conservative	461	220	242	57	88	99	82	60	76	89	117	97	137	-	205	16	82	45	3	21	156	66
	46%	45%	47%	42%	49%	53%	48%	42%	40%	40%	40%	49%	56%	-	82%	62%	63%	74%	21%	9%	75%	57%
I would not vote Labour	429	229	200	49	55	71	81	75	98	96	105	112	99	202	-	9	97	21	5	190	25	33
	43%	46%	39%	36%	31%	38%	48%	53%	52%	43%	36%	57%	40%	77%	-	33%	74%	34%	39%	77%	12%	29%
None of these - I would potentially vote for all of them	78	39	39	18	15	10	11	10	15	9	25	13	26	9	11	1	10	1	2	6	14	2
	8%	8%	8%	14%	8%	5%	6%	7%	8%	4%	9%	6%	10%	3%	4%	3%	8%	2%	11%	3%	7%	1%
Don't know	17	8	10	5	2	-	1	2	7	3	4	-	6	1	-	-	-	-	1	1	-	-
	2%	2%	2%	4%	1%	-	1%	1%	4%	1%	1%	-	3%	*	-	-	-	-	4%	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	1002	472	530	53	132	153	191	197	275	410	206	131	217	294	247	29	119	60	11	322	219	104	
Weighted base	1002	493	509	135	180	186	170	141	188	226	295	198	245	264	251	26	131	60	14	246	208	116	
NET: Well	658	348	310	85	117	114	116	87	137	160	216	128	139	238	155	21	73	24	8	214	117	76	
	66%	71%	61%	63%	65%	62%	68%	62%	73%	71%	73%	65%	57%	90%	62%	78%	55%	41%	59%	87%	56%	65%	
Very well	(4)	60	37	23	5	4	7	15	11	18	13	17	13	14	29	8	3	9	1	1	25	16	1
		6%	7%	5%	3%	2%	4%	9%	8%	10%	6%	6%	7%	6%	11%	3%	10%	7%	2%	6%	10%	8%	1%
Quite well	(3)	599	312	287	80	113	107	101	76	119	147	199	115	124	209	146	18	63	23	7	189	101	74
		60%	63%	56%	59%	63%	58%	59%	54%	64%	65%	67%	58%	51%	79%	58%	68%	48%	38%	53%	77%	49%	64%
Quite badly	(2)	252	108	143	36	51	58	44	33	29	52	63	60	68	19	77	5	46	33	3	23	66	37
		25%	22%	28%	27%	28%	31%	26%	23%	16%	23%	21%	30%	28%	7%	31%	20%	35%	55%	18%	9%	32%	32%
Very badly	(1)	63	27	36	12	10	10	7	17	7	8	13	8	27	4	13	*	11	1	2	2	18	3
		6%	6%	7%	9%	6%	5%	4%	12%	4%	4%	4%	4%	11%	2%	5%	2%	9%	2%	16%	1%	9%	3%
NET: Badly		315	135	179	48	62	67	52	50	37	60	75	68	95	23	90	6	58	34	5	25	84	40
		31%	27%	35%	36%	34%	36%	30%	35%	19%	26%	25%	34%	39%	9%	36%	22%	44%	58%	34%	10%	40%	35%
Don't know		29	9	19	2	1	4	2	5	14	6	5	2	11	3	7	-	1	1	1	7	7	-
		3%	2%	4%	2%	1%	2%	1%	3%	7%	3%	2%	1%	5%	1%	3%	-	1%	2%	7%	3%	3%	-
Mean		2.67	2.74	2.61	2.58	2.62	2.74	2.60	2.85	2.75	2.76	2.68	2.54	3.01	2.61	2.87	2.54	2.41	2.54	2.99	2.57	2.64	
Standard deviation		0.69	0.68	0.69	0.71	0.63	0.65	0.68	0.80	0.64	0.62	0.62	0.66	0.78	0.50	0.64	0.61	0.75	0.58	0.88	0.49	0.77	0.56
Standard error		0.02	0.03	0.03	0.10	0.06	0.05	0.05	0.06	0.04	0.03	0.04	0.06	0.05	0.03	0.04	0.11	0.07	0.08	0.29	0.03	0.05	0.05

Worcester 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	1002	472	530	53	132	153	191	197	275	410	206	131	217	294	247	29	119	60	11	322	219	104	
Weighted base	1002	493	509	135	180	186	170	141	188	226	295	198	245	264	251	26	131	60	14	246	208	116	
NET: Well	677	359	318	96	121	128	107	90	134	173	213	125	144	238	161	23	80	22	8	207	129	81	
	68%	73%	62%	71%	67%	69%	63%	63%	71%	77%	72%	63%	59%	90%	64%	87%	61%	37%	59%	84%	62%	70%	
Very well	(4)	58	37	21	7	9	7	11	13	11	10	15	17	14	28	14	1	9	-	-	22	16	2
		6%	7%	4%	5%	5%	4%	7%	9%	6%	5%	5%	9%	6%	11%	6%	3%	7%	-	-	9%	8%	2%
Quite well	(3)	618	322	296	89	113	121	95	77	123	163	198	108	130	210	147	22	71	22	8	185	114	79
		62%	65%	58%	66%	63%	65%	56%	54%	65%	72%	67%	55%	53%	80%	58%	85%	54%	37%	59%	75%	55%	68%
Quite badly	(2)	225	95	130	29	39	48	45	37	27	41	69	56	54	19	72	2	40	32	3	26	57	28
		22%	19%	26%	22%	22%	26%	26%	27%	14%	18%	23%	28%	22%	7%	29%	7%	31%	54%	22%	11%	28%	24%
Very badly	(1)	64	25	39	8	17	9	12	9	9	7	5	11	35	1	11	1	8	5	2	5	16	6
		6%	5%	8%	6%	10%	5%	7%	7%	5%	3%	2%	6%	14%	1%	5%	5%	6%	8%	14%	2%	8%	6%
NET: Badly		289	119	170	37	56	56	57	47	36	48	74	67	89	20	83	3	48	37	5	31	73	34
		29%	24%	33%	27%	31%	30%	33%	33%	19%	21%	25%	34%	36%	8%	33%	13%	36%	62%	36%	12%	35%	30%
Don't know		36	14	22	2	3	2	7	5	18	4	8	5	12	6	7	-	4	*	1	8	5	*
		4%	3%	4%	2%	1%	1%	4%	3%	9%	2%	3%	3%	5%	2%	3%	-	3%	1%	4%	3%	2%	*
Mean		2.69	2.78	2.61	2.72	2.63	2.68	2.65	2.68	2.80	2.80	2.77	2.68	2.53	3.02	2.67	2.85	2.63	2.29	2.48	2.94	2.64	2.66
Standard deviation		0.68	0.66	0.70	0.65	0.72	0.62	0.72	0.74	0.64	0.57	0.56	0.72	0.82	0.45	0.66	0.54	0.70	0.62	0.76	0.53	0.74	0.61
Standard error		0.02	0.03	0.03	0.09	0.06	0.05	0.05	0.05	0.04	0.03	0.04	0.06	0.06	0.03	0.04	0.10	0.07	0.08	0.24	0.03	0.05	0.06

Worcester 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	1002	472	530	53	132	153	191	197	275	410	206	131	217	294	247	29	119	60	11	322	219	104
Weighted base	1002	493	509	135	180	186	170	141	188	226	295	198	245	264	251	26	131	60	14	246	208	116
I am satisfied with the job David Cameron is doing overall as Prime Minister	329 33%	178 36%	151 30%	43 32%	65 36%	50 27%	54 32%	46 32%	71 38%	82 36%	97 33%	72 36%	70 29%	169 64%	35 14%	9 35%	30 23%	3 4%	6 45%	141 57%	36 17%	21 18%
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	275 27%	129 26%	146 29%	48 35%	54 30%	47 25%	47 27%	37 26%	41 22%	60 26%	100 34%	64 33%	43 17%	84 32%	34 14%	7 28%	64 49%	17 28%	4 30%	87 35%	32 15%	37 32%
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.	276 27%	131 27%	145 28%	35 26%	50 28%	66 36%	47 27%	33 23%	45 24%	65 29%	67 23%	48 24%	85 35%	8 3%	168 67%	9 35%	17 13%	34 56%	3 21%	14 6%	124 60%	43 38%
Refused	35 3%	17 4%	17 3%	2 2%	2 1%	8 4%	7 4%	5 4%	10 6%	9 4%	5 2%	5 3%	11 5%	- -	1 *	- -	9 7%	3 5%	- -	2 1%	3 2%	9 8%
Don't know	88 9%	37 8%	50 10%	8 6%	9 5%	15 8%	16 9%	21 15%	20 11%	10 4%	26 9%	9 5%	36 15%	4 1%	13 5%	1 3%	10 8%	4 7%	1 4%	2 1%	12 6%	6 5%

Worcester 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	1002	472	530	53	132	153	191	197	275	410	206	131	217	294	247	29	119	60	11	322	219	104
Weighted base	1002	493	509	135	180	186	170	141	188	226	295	198	245	264	251	26	131	60	14	246	208	116
Labour	428	213	215	28	73	90	71	77	88	97	127	75	116	94	137	14	49	30	3	102	125	54
	43%	43%	42%	20%	41%	48%	42%	55%	47%	43%	43%	38%	47%	35%	55%	52%	38%	50%	23%	42%	60%	46%
The Conservatives	303	143	160	28	40	58	54	52	69	76	80	63	77	88	79	8	37	21	5	91	72	41
	30%	29%	31%	21%	22%	31%	31%	37%	37%	33%	27%	32%	31%	33%	31%	31%	29%	36%	35%	37%	35%	36%
The UK Independence Party (UKIP)	148	89	59	22	29	33	16	21	28	42	33	27	40	33	41	4	30	14	1	31	34	23
	15%	18%	12%	16%	16%	18%	9%	15%	15%	18%	11%	14%	16%	13%	16%	15%	23%	23%	6%	12%	16%	20%
The Liberal Democrat	76	38	38	12	25	11	9	10	8	21	24	11	18	24	16	5	6	7	-	20	13	8
	8%	8%	8%	9%	14%	6%	6%	7%	4%	9%	8%	6%	7%	9%	6%	17%	5%	12%	-	8%	7%	7%
None of them	390	181	210	68	75	65	75	44	65	80	112	88	93	109	73	5	50	21	7	89	56	33
	39%	37%	41%	50%	42%	35%	44%	31%	34%	35%	38%	44%	38%	41%	29%	20%	38%	36%	54%	36%	27%	29%
Don't know	12	6	7	-	6	2	1	1	2	4	5	-	3	2	7	-	-	-	-	2	3	2
	1%	1%	1%	-	4%	1%	1%	1%	1%	2%	2%	-	1%	1%	3%	-	-	-	-	1%	2%	2%

Worcester 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	1002	472	530	53	132	153	191	197	275	410	206	131	217	294	247	29	119	60	11	322	219	104
Weighted base	1002	493	509	135	180	186	170	141	188	226	295	198	245	264	251	26	131	60	14	246	208	116
A Conservative government	323 32%	181 37%	142 28%	41 30%	48 27%	42 23%	58 34%	51 36%	82 44%	74 33%	106 36%	72 36%	67 27%	219 83%	5 2%	4 16%	39 30%	7 11%	4 29%	183 75%	19 9%	19 16%
A Labour government	293 29%	138 28%	155 30%	40 29%	63 35%	60 32%	49 29%	36 25%	45 24%	57 25%	74 25%	62 32%	89 36%	- -	187 75%	* 2%	34 26%	14 23%	2 16%	9 4%	142 68%	24 21%
A coalition between Labour and the Liberal Democrats	144 14%	73 15%	71 14%	22 17%	31 17%	35 19%	20 12%	18 13%	18 10%	40 18%	54 18%	22 11%	23 9%	5 2%	52 21%	17 66%	13 10%	29 48%	1 9%	7 3%	32 15%	45 39%
A coalition between the Conservatives and the Liberal Democrats	100 10%	50 10%	51 10%	15 11%	20 11%	19 10%	16 9%	15 11%	15 8%	26 12%	38 13%	14 7%	18 7%	39 15%	3 1%	4 16%	17 13%	5 8%	5 34%	31 13%	8 4%	12 10%
Don't know	142 14%	51 10%	91 18%	17 13%	19 10%	30 16%	28 17%	21 15%	27 15%	28 12%	24 8%	28 14%	49 20%	1 *	3 1%	- -	28 22%	6 10%	2 11%	15 6%	7 3%	16 14%

Worcester 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	1002	1002
Weighted base	1002	1002
Male	472 47%	493 49%
Female	530 53%	509 51%

Worcester 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	1002	1002
Weighted base	1002	1002
18-24	53 5%	135 14%
25-34	132 13%	180 18%
35-44	153 15%	186 19%
45-54	191 19%	170 17%
55-64	197 20%	141 14%
65 or older	275 27%	188 19%
Refused	1 *	1 *

Worcester 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	1002	1002
Weighted base	1002	1002
A	103 10%	55 6%
B	307 31%	171 17%
C1	206 21%	295 29%
C2	131 13%	198 20%
D	96 10%	125 12%
E	121 12%	120 12%
Refused	38 4%	38 4%

Worcester 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	1002	1002
Weighted base	1002	1002
Conservative	322 32%	246 25%
Labour	219 22%	208 21%
Liberal Democrats	104 10%	116 12%
Another party	53 5%	50 5%
Did not vote	211 21%	302 30%
Refused	41 4%	31 3%
Don't know	52 5%	50 5%